M&MD

MARKETING & MEDIA DECISIONS

JULY 1990 · $4.00

POWER TEAMS

THE PEOPLE WHO CONTROL

AMERICA'S BIGGEST MEDIA BUDGETS

THE TOP 200 BRANDS

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- When's a Planner Not a Planner?
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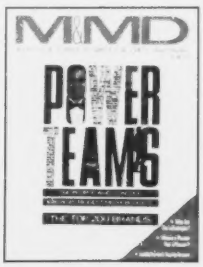
TELEVISION Dennis J. Donlin 58
Opening up the channels of communication within the agency can lead to more effective work for all you clients.



Cover Photography by: Jim Caccavo, Adam Chinitz and Maria Ferrari.

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When his or her plan includes buying considerations, such as value added. Buyers, meanwhile, are being asked to make tactical as well as cost decisions. It's enough to give you an identity crisis, causing confusion — and conflict. Now some department managers are out to do something about it.

Inside Perrier's Buying Review 28

The troubled bubblemaker has given a big boost to its ad dollars to reintroduce brand Perrier. The result is muscle, which the company is now out to maximize. In one of the most intense buying competitions on record, all buying has been consolidated at Young & Rubicam. Along the way, the review has set new standards for such contests.

EXCLUSIVE:
Marketing & Media Influencers 1990 31

Myers Marketing & Research and *M&MD* have undertaken a three-year tracking study of the marketing and media priorities, opportunities and problems as seen by mid-level professionals. In this first-year report, agency and client perceptions are compared and contrasted, and the findings are reviewed by our board of top advertising executives.

The Top 200 Brands 36

Here's the most specific look available at the top-spending product and service advertisers in 1989. Included are comparisons with 1988, parent companies and breakouts by media for each entry.

Power Teams 39

Who holds the purse strings of America's biggest-budget advertisers? The answer is found in this guide to the top 100 advertisers. Our exclusive listing details the corporate marketing management for each, the in-house marketing and advertising execs responsible for the individual entries and the agency teams assigned to each account. Talk about clout!

SALES PROMOTION

ANNUAL REPORT 1989: GROWING UP & OUT

Sales promotion continues to outpace media in the race for marketing dollars.

by Russ Bowman

Over the last five years, many have prophesied that promotional spending will level off as the marketing mix shifts back towards advertising. It still hasn't come true.

Our exclusive data shows that sales promotion continued to substantially outpace media expenditures in 1989.

Pinpointing the exact size of the industry is difficult because the vast U.S. marketing community doesn't always agree on just what constitutes sales promotion. However, Council of Sales Promotion Agencies (CSPA) considers the following to fit the bill: couponing; refunds and rebates; sweepstakes and contests; allowances; education programs; promotional PR; meetings; premiums and incentives; promotional packaging; point-of-purchase and display; and trade shows.

Using this definition, promotion expenditures were up by 9% in 1989, to $135.5 billion. (This does not include an estimated $24 billion for trade deals and allowances, over $5 billion on telemarketing and other promotional expenditures like promotional packaging.) Advertising expenditures for the seven basic commissionable media rose by 5% to $70.7 billion in 1989.

Several factors account for the greater acceptance of promotion: the growth of retailers' influence; questions about national advertising's effectiveness; an emphasis on short-term profits; shorter trial periods for

1989 ADVERTISING & PROMOTION EXPENDITURES*

Advertising	$(000)	1989 % of Total	% vs. Prev. Yr.
Television	$25,478	36%	+ 4%
Radio	7,906	11%	+ 7%
Business Publications	2,763	4%	+ 6%
Consumer Magazines	6,380	9%	+ 10%
Newspapers	26,868	38%	+ 6%
Farm Publications	212	**	+ 8%
Outdoor	1,111	2%	+ 4%
TOTAL	**$70,718**	**100%**	**+ 5%**
Sales Promotion			
Direct mail	$21,945	16%	+ 4%
POP/Display	18,474	14%	+ 10%
Premiums & Incentives***	17,814	13%	+ 8%
Meetings & Conventions	37,610	28%	+ 12%
Trade Shows & Exhibits	8,844	6%	+ 10%
Promotional Advertising	11,374	8%	+ 5%
Print/AV/Miscellaneous	13,098	10%	+ 10%
Coupon Redemption	6,320	5%	+ 9%
TOTAL	**$135,479**	**100%**	**+ 9%**

GRAND TOTAL $206,197
SALES PROMOTION = 65.7% SHARE
ADVERTISING = 34.3% SHARE

* Based on previously defined categories of marketing to establish consistent trend data.
** Less than 1% ***Includes sweepstakes, contests & games
Note: Full sources appear at the end of this article.

TYPES OF CONSUMER PROMOTIONS 5 YEAR COMPARISON OF USAGE LEVELS

Types of promotion	Percent of respondents in each year 1985	1986	1987	1988	1989
1. Couponing Consumer Direct	93%	91%	96%	92%	93%
2. Money Back Offers/Cash Refunds	85	85	87	85	74
3. Premium Offers	79	58	74	68	73
4. Sweepstakes	77	72	66	72	70
5. Sampling New Products	77	64	71	68	66
6. Cents-Off Promotions	78	70	69	74	64
7. Couponing in Retailers' Ad	56	45	57	63	63
8. Sampling Established Products	76	57	66	63	57
9. Pre-Priced Shippers	70	58	56	62	44
10. Contests	55	40	38	46	41

Source: *Donnelley Marketing Twelfth Annual Surveys of Promotional Practices* for 1985, 1986, 1987, 1988 and 1989.

new products; and increased acceptance of promotion agencies.

The point-of-purchase industry grew a healthy 10% last year to $18.4 billion, and is poised for greater strides in the '90s. Doug Leeds, president of Thompson Leeds, New York, foresees technological breakthroughs, a new emphasis on micro marketing and even POP that is "environmentally friendly," printed on recyclable paper.

Last year the $16-$17 billion premium/incentive business posted a 7.6% gain over 1988, according to *Incentive* magazine, which has collected data on the premium/incentive field by surveying over 3,000 companies since 1967. "The future direction is the lowest affordable price using value-added as an incentive," says Bruce Bolger, *Incentive*'s editor.

Media did see a faint glimmer of hope in 1989. Donnelley's annual *Survey of Promotional Practices* shows media's share of marketing dollars up for the first time in a decade, from 33% in 1988 to 34% last year.

Consumer promotion also gained ground after a four-year share slide, going from 25% in 1988 to 27% in 1989. Trade promotion was the big loser. For the first time in a decade, it lost share, dropping from 42% to 39%.

The larger trend, however, has promotion gaining ground at the expense of media. In 1980, media advertising got 43% of the budget, while trade and consumer promotions got 57%. In 1989, media got 34% to promotion's 66%.

Couponing continues as the most frequently used consumer promotion tactic for packaged-goods companies, according to Donnelley. Total coupon distribution growth remains fairly strong despite concern about coupon "clutter." Nielsen Clearing House estimates that use of coupons grew 8% in 1989. Free-standing newspaper inserts are the dominant medium for coupon distribution, with 77% distributed that way. Face values jumped to an average of 50¢ in 1989, an 8.9% gain over 1988, according to Carolina Manufacturers Service's annual "Industry Trends" report.

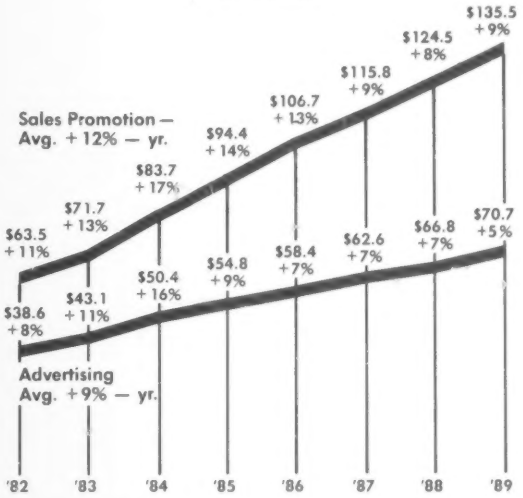
Some developments have not really created new promotional tactics, they have only updated existing ones. However, scanner-based frequent-shopper reward programs are a major improvement on the Paid Stamps/Green Stamps that were the rage in the '60s, and today most consumer product companies have at least one of these programs in test. Donnelley's survey showed that 81% of larger companies and 61% of smaller companies had some experience by the fall of 1989. A real breakthrough will come when the home computer and/or the tv set provides an interactive alternative to other media or delivery devices.

All in all, promotion has come a long way in the eighties. Advertisers are finally accepting that they need two primary sources; a smart, creative ad agency and a smart, creative promotion agency. ■

Sources (other than listed): *POPAI, DMA, McCann-Erickson,* Wolfman Report, *Trade Show Bureau, AT&T, NAB.*

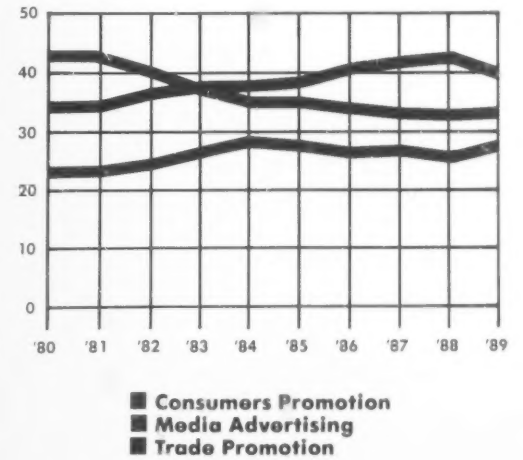
ADVERTISING AND PROMOTION IN THE '80s

Year-to-Year Growth ($ in billions)



Source: *Russ Bowman*
Note: Full sources appear at the end of this article.

ADVERTISING/PROMOTION ALLOCATIONS 1980-1989



Source: *Donnelley's Annual Survey*

KEY CONSUMER-PROMOTION TRENDS

- More targeted promotions
- Increased co-op or "account-specific" tie-ins
- Greater use of hi-tech POP & direct mail
- Continuing concern over price vs. value added
- Expansion of frequency (loyal user) plans
- Longer term planning (but with flexibility)
- More group promotions & tie-ins
- Expansion of event/sports promotions

THE TOP 200 BRANDS

What downturn? The Top 200 Brands laid out $9.9 billion last year, compared to the 1988 rankings' $8.2 billion.

This detailed listing includes breakouts by media type. Leading National Advertisers supplied data on magazines, Sunday magazines (SMAG) and outdoor (OUT). Media Records supplied newspaper (NEWS) data. Arbitron's Broadcast Advertiser's Report supplied data on network tv, spot, syndication (SYN TV), cable (CATV NET) and network radio (NET RAD). RER provided spot radio data. All media breakouts are in millions; totals are in thousands. Compiled by Brian Bagot, Casey Davidson, Nancy Foster and Veronika Ullmer.

RANK	ADVERTISERS BRAND	PARENT	MAG	SMAG	NEWS	OUT	NET TV	SPOT TV	SYN TV	CATV NET	NET RAD	SPOT RAD	89 TOTALS (000)	88 TOTALS (000)	% CHANGE
1	McDonald's	McDonald's Corp.	—	—	0.4	5.9	252.1	140.9	17.4	7.2	—	6.7	430,632.0	404,951.8	+6
2	Sears	Sears Roebuck	3.1	4.3	123.1	0.4	102.9	35.3	1.8	5.0	36.9	32.1	349,099.5	209,054.2	+67
3	Burger King	Grand Metropolitan	—	—	0.2	0.9	112.2	35.9	13.4	3.5	3.8	8.9	183,435.7	161,310.9	+14
4	Kentucky Fried Chicken	Pepsico Inc.	—	—	—	0.2	63.6	48.6	—	3.5	1.5	0.3	117,746.4	100,523.1	+17
5	Macy's	Macy, RH & Co.	1.4	0.3	105.0	—	—	7.0	—	—	—	0.2	113,816.6	113,666.8	+0
6	Budweiser Beer	Anheuser-Busch	2.9	—	4.8	1.4	40.0	27.5	2.3	7.0	4.6	10.6	113,133.6	134,020.9	−16
7	American Express Credit Card Service	American Express Co.	15.0	1.2	5.0	0.1	50.0	15.9	4.0	1.7	0.1	4.8	97,790.5	98,713.7	−1
8	K Mart Stores	K Mart Corp.	10.6	6.4	15.4	—	7.0	2.8	0.3	0.7	12.1	10.8	96,971.0	94,858.4	+2
9	Pizza Hut	Pepsico Inc.	—	—	0.8	0.4	35.1	55.6	—	2.2	0.1	1.1	95,850.2	83,283.3	+15
10	American Airlines	American Airlines	9.7	1.0	40.3	0.4	10.5	18.1	—	0.3	0.5	13.6	94,531.1	101,205.8	−7
11	AT&T Long Distance Business	AT&T	14.1	—	—	—	71.7	5.2	0.5	2.1	—	—	93,629.4	45,677.5	+105
12	Wendy's Restaurant	Wendy's	—	—	0.1	1.4	47.9	36.5	3.8	2.7	—	0.6	93,108.3	86,836.4	+7
13	Delta Air Lines	Delta Air Lines Inc.	3.1	—	28.4	1.7	29.3	4.1	—	2.0	—	17.3	85,892.3	77,754.7	+10
14	United Airlines	United Airlines	10.8	0.2	11.6	0.8	40.6	9.9	—	2.5	1.6	—	84,746.4	71,937.9	+18
15	AT&T Long Distance Lines	AT&T	23.0	0.9	—	—	25.8	18.5	5.0	3.3	6.0	12.2	82,383.9	73,123.2	+13
16	Circuit City	Circuit City Stores	—	—	37.6	—	—	41.0	—	—	—	—	78,696.8	60,624.9	+30
17	Coca-Cola Classic	Coca-Cola Co.	0.3	—	2.1	0.2	35.1	23.3	7.5	1.6	0.2	3.6	74,006.6	68,304.6	+8
18	Miller Lite Beer	Philip Morris	3.1	—	0.4	1.2	40.4	13.3	1.4	2.8	1.3	9.4	73,987.0	78,305.3	−6
19	Taco Bell	Pepsico Inc.	—	—	—	0.8	—	58.3	—	—	—	10.5	69,947.2	70,253.6	−0
20	Budweiser Light	Anheuser Busch	0.9	—	0.2	0.5	25.9	15.1	0.6	6.3	0.9	4.6	66,920.4	81,346.5	−18
21	Pepsi-Cola	Pepsico Inc.	0.6	—	1.2	1.1	20.4	33.6	1.1	1.1	—	6.6	66,097.8	69,486.6	−5
22	Domino's Res.	Domino's Pizza Inc.	—	—	0.3	0.5	32.8	20.5	2.3	2.7	1.0	4.0	63,908.3	45,382.9	+41
23	Buick Cars	General Motors	3.2	0.2	1.9	0.2	40.8	2.0	0.8	0.8	11.7	—	63,880.6	24,523.9	+160
24	Diet Pepsi	Pepsico Inc.	0.5	—	2.0	—	21.2	33.0	—	0.4	—	3.2	60,340.5	48,198.0	+25
25	Toyota Camry	Toyota Motor Corp.	5.7	0.1	—	0.1	20.2	24.6	1.3	0.7	—	6.7	59,460.1	30,516.8	+95
26	Diet Coke	Coca-Cola Co.	1.3	—	0.6	—	23.6	22.8	4.9	1.7	0.1	2.9	58,224.2	55,507.3	+5
27	Red Lobster Inns	General Mills Inc.	—	—	—	0.3	44.6	9.3	2.7	1.0	—	0.2	58,142.7	85,399.7	−32
28	Suburu Legacy	Subaru of America	8.7	—	1.0	1.0	39.6	5.9	1.0	0.8	—	—	57,878.9	0.0	NA
29	7 Eleven	Southland Corp.	0.2	—	1.8	1.9	—	21.5	—	—	—	32.1	57,737.1	20,432.6	+183
30	Michelob Dry Beer	Anheuser-Busch	1.3	—	—	0.9	41.4	4.7	4.4	4.1	1.0	0.7	57,663.5	11,551.7	+399
31	Coors Light Beer	Adolph Coors Co.	0.8	—	0.1	1.4	22.0	19.8	5.5	2.2	—	5.2	56,950.6	57,249.9	−1
32	Northwest Airlines	NWA Inc.	8.2	—	22.2	0.2	15.9	1.4	1.3	1.4	—	5.6	56,915.7	40,297.4	+41
33	Highland (HH)	Highland Superstores Inc.	—	—	36.2	—	—	20.6	—	—	—	—	56,795.4	40,451.1	+40
34	Miller Genuine Draft Beer	Philip Morris	—	—	—	—	35.0	8.0	0.9	2.3	—	7.5	54,036.2	58,959.7	−8
35	Midas Muffler Shops	Midas Int'l Corp.	—	—	0.4	—	14.2	30.0	—	—	—	—	52,933.7	49,186.9	+8
36	Radio Shack	Tandy Corp.	0.4	—	29.7	—	12.6	1.4	1.1	0.6	5.6	0.4	52,004.8	44,233.4	+18
37	True Value Stores	Cotter & Co.	3.8	3.8	1.3	0.1	4.8	19.5	0.1	1.3	16.0	1.0	51,485.0	55,712.3	−8
38	JC Penney	Penney JC Co. Inc.	0.6	0.3	31.0	—	1.1	1.9	0.8	0.2	2.5	7.6	50,504.1	45,727.5	+10
39	Hyundai Sonata	Hyundai Group	9.3	—	0.2	0.5	24.3	10.2	3.3	0.6	—	0.2	49,143.5	5,044.6	+874
40	TWA Airlines	Transworld Airlines	4.9	0.4	28.1	0.4	—	12.3	—	0.1	—	0.8	49,067.4	48,094.2	+2
41	United Parcel Service	United Parcel Service of America	5.0	—	1.9	—	30.8	9.2	—	1.6	—	0.2	49,002.5	44,580.8	+10
42	Nissan Cars & Light Trucks	Nissan Motor Co. LTD	0.2	—	—	—	5.6	42.5	0.2	—	—	0.5	48,618.9	14,435.8	+237
43	Eastern Air Lines	Texas Air Corp.	0.4	—	36.8	0.2	0.9	5.0	—	0.1	—	5.8	48,562.6	52,455.7	−7
44	Lucky Food Stores	American Stores	0.1	—	23.4	—	—	15.6	—	—	—	7.8	47,954.2	47,081.4	+2
45	Continental Air Lines	Texas Air Corp.	1.8	2.6	34.0	0.9	1.0	5.9	—	0.2	—	1.4	47,879.7	50,895.4	−6
46	Ford Ranger	Ford Motor Co.	9.1	—	—	0.6	29.2	7.0	1.0	1.0	—	—	47,363.1	27,670.6	+73
47	US Army	US Government	6.5	0.3	1.1	—	23.2	—	4.1	2.5	6.7	—	47,833.3	50,837.1	−6
48	Honda Accord	American Honda	11.1	0.5	0.3	—	26.5	6.1	—	0.8	—	2.1	47,408.6	37,801.2	+25
49	Oldsmobile Cutlass	General Motors	0.2	0.1	2.0	—	39.0	2.3	2.5	1.1	—	0.7	47,373.2	30,122.1	+57
50	Hardee's	Imasco LTD	—	—	—	1.8	—	38.2	—	0.5	—	5.5	46,140.3	44,540.5	+4
51	Pontiac Grand Prix	General Motors	2.8	0.5	1.0	—	37.2	0.9	2.0	1.4	—	—	45,784.4	52,742.4	−13
52	AT&T Long Lines Overseas	AT&T Co.	17.4	1.2	—	—	12.8	12.1	0.9	0.3	—	—	44,661.3	24,422.7	+83
53	Kroger Food Stores	Kroger Co.	—	—	14.9	0.8	—	26.5	—	—	—	2.3	44,477.1	45,827.8	−3
54	Chevrolet Light Trucks	General Motors	10.6	0.2	1.1	—	23.7	5.3	1.1	1.0	0.8	—	43,921.6	47,421.0	−7
55	Pan Am Airlines	Pan American World Airways Inc.	—	—	35.2	0.6	—	5.7	—	—	—	2.1	43,830.5	42,349.3	+3
56	CBS TV Network	CBS/Broadcast Grp.	33.0	0.5	3.8	0.6	—	—	—	0.6	4.9	0.8	43,338.7	35,104.6	+23
57	Advil Pain Reliever Tablets & Caplets	American Home Products Corp.	4.0	0.1	0.1	—	33.9	1.7	1.4	1.8	—	—	43,068.6	43,618.8	−1
58	Kodak Film	Eastman Kodak Co.	12.5	0.6	0.3	0.4	24.3	0.5	3.2	1.3	—	7.7	43,022.4	34,446.1	+25
59	Chevrolet Lumina	General Motors	7.3	3.0	0.2	1.9	25.6	2.1	0.2	1.0	—	0.9	42,175.7	0.0	NA

RANK	ADVERTISERS BRAND	PARENT	MAG	SMAG	NEWS	OUT	NET TV	SPOT TV	SYN TV	CATV NET	NET RAD	SPOT RAD	89 TOTALS (000)	88 TOTALS (000)	% CHANGE
60	Walgreen Drugs & Toiletries	Walgreen Co.	—	—	2.1	—	—	15.3	—	0.2	—	5.5	41,154.9	31,893.5	+29
61	Discover Card	Sears Roebuck	—	0.5	0.8	—	11.0	5.0	0.5	4.8	18.2	0.2	41,005.2	31,005.6	+32
62	Toyota Light Trucks	Toyota Motor Corp.	4.3	—	0.1	—	11.7	20.0	1.5	1.0	—	2.2	40,855.6	50,171.7	−19
63	Toys-R-Us (misc.)	Toys-R-Us Inc.	4.5	—	17.3	0.2	6.3	7.2	0.1	0.4	—	1.0	40,671.0	31,987.7	+27
64	Federal Express Air Cargo	Federal Express Corp.	5.8	—	2.7	—	22.7	4.6	—	0.6	—	2.8	39,163.4	52,432.3	−25
65	Acura Legend	American Honda	10.4	—	0.2	—	19.0	5.0	—	1.1	—	1.1	37,588.7	38,837.8	−3
66	Hallmark Cards	Hallmark Inc.	2.0	4.1	6.6	—	20.2	1.1	1.4	0.5	—	—	37,240.5	38,349.5	−3
67	GM Parts & Service	General Motors	11.1	—	0.3	—	16.2	0.8	0.8	1.2	6.2	0.3	36,680.9	32,489.2	+13
68	Safeway Stores	Safeway Inc.	0.3	—	18.8	0.9	—	15.2	—	—	—	1.3	36,646.7	46,627.5	−21
69	Hyundai Excel	Hyundai Group	6.3	—	1.3	—	16.5	10.8	1.0	0.3	—	0.4	36,577.1	70,797.9	−48
70	Acura Integra	American Honda	9.1	—	0.1	—	19.0	5.2	—	1.1	—	1.1	35,705.3	16,357.8	+118
71	Tylenol	Johnson & Johnson	—	—	—	—	28.2	1.1	4.5	1.3	—	—	35,415.1	40,164.0	−12
72	Nissan Maxima	Nissan Motor Co.	3.9	—	0.6	—	9.3	19.7	0.5	0.4	—	14.5	34,611.0	26,766.0	+29
73	Vons Markets	Vons Cos Inc.	—	—	23.4	—	—	8.9	—	—	—	2.5	34,520.9	36,527.0	−5
74	Mercury Cougar	Ford Motor Co.	13.0	—	0.1	1.2	18.0	1.4	0.2	0.5	—	—	34,448.4	11,301.4	+205
75	Chevrolet S-10	General Motors	4.6	0.6	—	—	15.7	6.0	0.6	1.0	—	5.8	34,407.7	46,012.3	−25
76	Jewel Co. Inc. Food Stores	American Stores Co.	—	—	25.6	—	8.5	—	—	—	—	0.2	34,277.6	19,124.6	+79
77	Franklin Mint Collections	American Protection Ind.	16.6	16.4	—	—	—	0.6	—	0.6	—	—	34,199.9	36,477.7	−6
78	Mitsubishi Eclipse	Mitsubishi Motors	5.8	—	—	—	18.5	7.9	1.0	0.9	—	—	34,145.0	286.8	+11806
79	Chevrolet Cars	General Motors	13.9	—	13.2	13.2	0.3	0.9	0.3	0.1	—	—	34,110.0	47,284.7	−28
80	LensCrafters	US Shoe Corp.	0.6	0.3	1.1	0.1	4.9	26.5	—	—	—	—	33,906.5	33,906.1	+0
81	Franklin Mint Porcelain	American Protection Ind.	18.2	15.2	—	—	—	—	—	—	—	—	33,425.4	35,844.1	−7
82	American Dairy Assn/Milk Promo	American Dairy Association	—	—	—	0.2	5.9	18.7	3.7	2.3	0.2	—	33,407.1	32,355.8	+3
83	Miller High Life	Philip Morris	0.2	—	5.3	0.8	14.5	6.4	0.8	0.2	—	5.1	33,397.5	39,081.7	−15
84	Jack In The Box	Foodmaker Inc.	—	—	—	—	0.2	25.4	—	—	—	7.4	33,321.8	30,714.9	+8
85	NBC TV Network	General Electric	24.2	0.3	5.5	—	—	—	—	0.3	2.7	1.6	33,289.5	35,104.6	−5
86	Prudential	Prudential Insurance Co.	4.9	—	—	—	25.4	0.5	—	2.3	—	0.1	33,262.3	21,988.1	+51
87	Goodyear Tires	Goodyear Tire	10.5	0.1	15.5	—	3.7	0.2	0.2	0.2	—	2.2	32,556.8	23,765.2	+37
88	Mercedes Benz	Daimler-Benz AG	7.4	—	9.3	—	7.8	7.0	—	0.5	—	—	32,370.4	26,511.0	+22
89	Montgomery Ward	Montgomery Ward	—	—	25.2	—	—	4.4	—	—	—	—	32,368.8	29,187.6	+11
90	Dupont Stainmaster Carpet	E.I. Dupont de Nemours & Co.	3.7	0.7	—	—	26.2	1.1	—	0.5	—	—	32,177.3	31,961.9	+1
91	Beef Industry Council	National Live Stock & Meat Board	9.0	—	—	—	14.1	0.7	—	0.6	6.9	0.6	32,108.4	30,240.8	+6
92	Citicorp Promotion	Citicorp	8.7	—	—	—	20.3	0.9	0.1	1.9	—	—	31,902.9	33,794.3	−6
93	IBM Gen. Promo.	IBM	7.3	0.4	0.2	—	23.1	0.3	—	0.4	—	—	31,793.9	33,227.9	−4
94	MCI Long Distance	MCI	0.3	—	0.6	—	25.5	4.2	—	1.1	—	0.3	31,725.4	29,138.9	+9
95	Nutri/System	Nutri/System Inc.	1.7	—	7.1	0.4	—	21.9	—	—	—	—	31,153.5	27,626.7	+13
96	ABC TV Network	Capital Cities/ABC	26.6	0.3	2.3	—	—	—	—	1.3	0.3	—	30,795.5	37,244.2	−17
97	AT&T	AT&T	—	0.8	30.0	—	—	—	—	—	—	—	30,785.0	93,913.9	−67
98	Frosted Flakes	Kellogg Co.	—	—	—	—	20.5	6.0	—	0.5	—	—	30,669.1	32,204.3	−5
99	GM Cars & Light Trucks	General Motors	—	—	—	—	20.2	9.4	—	0.9	—	—	30,596.7	6,704.9	+356
100	Winn Dixie Stores	Winn Dixie Stores	0.2	—	3.7	—	2.0	21.9	—	0.7	—	1.9	30,561.0	36,985.2	−17
101	Cheerios Cereal	General Mills Inc.	4.2	—	—	—	9.1	15.2	0.4	1.6	—	—	30,459.2	26,641.5	+14
102	Duracell Batteries	Duracell Inc.	1.1	0.8	—	—	23.1	0.4	3.1	0.9	1.0	—	30,355.9	33,187.5	−9
103	Tropicana Ready-To-Serve Orange Juice	Seagram Co. LTD	0.1	0.2	0.2	—	16.1	6.0	6.7	0.4	—	—	29,754.1	9,827.7	+203
104	Busch Beer	Anheuser-Busch	—	—	—	0.2	17.3	7.3	—	2.4	—	19.9	29,632.5	32,263.2	−8
105	Geo Cars	General Motors	3.4	—	3.2	—	20.0	0.3	0.8	0.4	—	—	29,469.2	797.2	+3597
106	Pearle Vision Center (misc)	Grand Metropolitan PLC	5.8	—	3.2	—	—	16.6	—	3.5	—	3.1	29,375.9	31,987.7	−8
107	Eckerd Drug Store	Jack Eckerd Corp.	1.0	—	4.2	0.4	1.1	19.0	—	1.3	—	2.3	29,287.3	24,993.0	+17
108	Marlboro Filter	Philip Morris	2.4	—	—	26.6	—	—	—	—	—	—	28,953.4	29,053.1	−0
109	G.E. General Promo.	General Electric	0.3	—	—	—	20.6	6.4	—	1.4	—	—	28,892.1	38,069.9	−24
110	Royal Caribbean Cruise Line	Royal Caribbean Cruise Line Inc.	3.0	0.2	7.8	—	12.7	3.1	1.2	0.8	—	—	28,790.0	22,209.7	+30
111	Lexus LS400	Toyota Motor Corp.	4.3	—	2.4	—	18.5	3.3	—	0.1	—	—	28,787.5	0.0	NA
112	De Beers Diamonds	De Beers Consolidated Mines	14.2	—	—	—	13.1	0.7	0.1	0.4	—	—	28,632.4	29,896.0	−4
113	Time-Life Books	Time Inc.	10.0	—	0.3	—	—	7.7	3.2	7.3	—	—	28,616.5	26,517.7	+8
114	Holiday Inns	Bass PLC	1.3	—	7.2	2.8	12.8	4.0	—	0.3	—	—	28,472.0	28,371.0	+0
115	Ford Escort	Ford Motor Co.	5.5	—	1.1	—	15.6	4.0	1.0	0.5	—	0.3	28,157.7	29,534.4	−5
116	Nuprin Pain Relief Formula Tablets	Bristol-Myers Squibb Co.	0.6	—	—	—	19.9	2.1	3.8	1.8	—	—	28,109.9	24,787.9	+13
117	Giant Food Stores	Giant Food Inc.	—	—	27.5	—	—	0.5	—	—	—	—	28,077.2	24,234.0	+16
118	Head & Shoulders	Procter & Gamble	0.4	—	—	—	16.4	3.8	0.8	3.1	2.9	0.4	27,820.2	19,710.5	+41
119	Oil of Olay Lotion	Procter & Gamble	8.2	—	—	—	17.7	1.5	0.2	0.3	—	—	27,804.7	25,704.4	+8
120	Eveready Batteries	Ralston Purina Co.	—	—	0.1	0.2	17.8	7.3	—	2.4	—	—	27,740.0	19,847.1	+40
121	Toyota Cars & Light Trucks	Toyota Motor Corp.	—	—	—	—	6.9	19.0	0.3	0.3	1.3	—	27,688.5	28,579.4	−3
122	Newport Menthol	Lorillard Inc.	—	—	0.3	27.4	—	—	—	—	—	—	27,667.4	23,353.4	+18
123	Reebok Footwear	Reebok Intl.	0.3	—	—	—	16.4	6.7	2.3	1.9	—	—	27,637.0	23,433.4	+18
124	Upjohn Co. Promo.	Upjohn Co.	6.0	—	—	—	16.4	0.1	4.5	0.6	—	—	27,541.4	5,295.5	+420
125	AT&T Promo.	AT&T	0.8	—	—	—	25.1	0.3	0.3	0.4	—	0.2	27,429.5	93,913.9	−71
126	Alpine Menthol	Philip Morris	15.2	1.9	1.1	9.0	—	—	—	—	—	—	27,263.0	1,056.8	+2480
127	Tide Powder	Procter & Gamble	—	—	1.0	0.2	17.0	4.8	3.3	0.5	—	—	27,222.8	9,819.1	+177
128	Long John Silvers	Jerrico Inc.	—	—	0.3	0.8	—	25.9	—	0.7	—	0.1	27,124.6	26,705.5	+2
129	Home Box Office	Time-Warner	2.2	—	1.8	—	11.0	5.1	0.9	1.3	0.1	4.5	27,010.1	16,603.1	+63
130	IBM Personal System/2	International Business Machines	9.5	0.8	—	—	12.4	0.3	—	0.3	3.7	—	26,951.3	36,138.7	−25

RANK	ADVERTISERS/ BRAND	PARENT	MAG	SMAG	NEWS	OUT	NET TV	SPOT TV	SYN TV	CATV NET	NET RAD	SPOT RAD	89 TOTALS (000)	88 TOTALS (000)	% CHANGE
131	Michelob Beer	Anheuser-Busch	0.2	—	2.7	0.2	17.9	0.1	1.6	2.0	0.9	1.1	26,951.1	63,296.6	−57
132	Carlton Filter	American Brands	19.7	4.3	0.7	2.2	—	—	—	—	—	—	26,871.4	21,986.2	+22
133	Kelloggs Common Sense Oat Bran	Kellogg Co.	1.7	—	—	—	21.8	0.9	2.0	0.2	—	—	26,611.2	3,581.4	+643
134	USAir Airlines	USAir Group Inc.	—	—	7.8	1.8	8.3	6.2	—	—	—	2.4	26,543.0	17,472.9	+52
135	Hertz Rent-A-Car	Park Ridge Corp.	0.6	—	10.5	—	—	5.8	—	0.2	—	—	26,537.7	23,165.9	+15
136	Pontiac Grand Am	General Motors	0.6	—	0.6	—	22.7	0.7	1.3	0.6	—	—	26,530.1	20,469.9	+30
137	Geo Prizm	General Motors	3.2	0.2	—	—	13.2	7.5	0.7	0.8	—	—	26,264.8	0.0	NA
138	7 Up	Dr. Pepper/Seven Up Cos.	—	—	—	—	17.8	0.8	4.6	4.6	1.4	—	26,085.4	13,623.7	+91
139	Silo (HH)	Dixons Group PLC	—	—	16.3	—	—	9.7	—	—	—	—	26,076.9	19,401.6	+34
140	Tylenol Extra-Strength Gelcaps	Johnson & Johnson	0.9	—	—	—	20.4	1.2	2.7	0.8	—	—	26,060.6	15,664.7	+66
141	Subaru Cars	Subaru of America	—	—	0.5	—	17.3	5.1	—	0.4	2.6	—	26,030.2	29,349.5	−11
142	Arbys	Arby's Inc.	—	—	0.5	0.4	—	23.7	—	—	—	0.1	25,659.7	18,833.1	+36
143	Nutrasweet	Monsanto Co.	3.5	—	—	—	21.0	0.3	0.9	—	—	—	25,643.7	19,488.2	+32
144	Kleenex Huggies	Kimberly-Clark	1.6	—	—	—	20.7	0.9	2.3	0.1	—	—	25,602.8	25,848.9	−1
145	Campbells Soups	Campbells Soup	3.0	0.3	1.1	—	14.4	1.4	1.5	0.7	2.6	0.5	25,517.7	29,340.6	−13
146	Levitz Stores	Levitz Furniture	0.2	—	7.7	0.5	—	16.5	—	—	—	1.0	25,506.7	20,083.3	+27
147	Mervyns	Dayton-Hudson	—	—	23.3	—	—	1.8	—	—	—	0.3	25,420.1	30,456.1	−17
148	Norelco Mens Shavers	Philips NV Gloei-lampenfabrieken	—	—	—	—	24.8	—	—	0.4	—	—	25,352.2	17,200.4	+47
149	Sizzler Restaurant	Collins Foods	—	—	0.4	—	—	24.2	—	—	—	0.7	25,334.4	23,500.3	+8
150	Disney World Parks	Walt Disney Co.	—	—	—	—	13.2	9.6	1.6	0.8	—	—	25,270.2	23,691.2	+7
151	Ford Promo.	Ford Motor Co.	0.2	—	—	—	21.1	0.1	0.1	0.2	3.5	—	25,207.5	28,117.4	−10
152	Coors Beer	Adolph Coors Co.	0.1	0.1	1.0	1.8	7.8	8.8	1.6	0.4	—	3.5	25,086.3	28,832.3	−13
153	Merit Filter King	Philip Morris	24.1	—	0.8	0.1	—	—	—	—	—	—	25,028.3	24,447.4	+2
154	Folgers Coffee	Procter & Gamble	—	—	—	—	17.8	5.9	0.3	0.5	—	0.8	24,976.2	7,160.7	+249
155	US PS Express Mail	US Government	6.7	—	—	—	2.9	13.4	—	—	—	1.8	24,904.9	27,271.4	−9
156	Coors Extra Gold	Adolph Coors Co.	0.2	—	—	0.3	7.3	10.9	2.1	0.7	—	3.3	24,825.3	31,740.5	−22
157	Ultra Slim Fast	Thompson Medical	2.6	1.1	0.6	—	15.8	0.4	3.4	1.0	—	—	24,809.9	72.7	+34026
158	Century 21	Metropolitan Life	1.5	—	1.9	—	16.5	1.3	—	1.0	—	2.5	24,797.2	28,675.1	−14
159	Toyota Celica	Toyota Motor Corp.	5.3	—	0.2	0.1	12.8	5.1	1.0	0.3	—	—	24,794.9	10,791.4	+130
160	Dodge Spirit	Chrysler Corp.	9.2	0.1	—	—	10.5	1.5	0.1	0.5	2.7	—	24,619.8	0.0	NA
161	Florists Transworld Delivery Assoc.	Florists Transworld Delivery Assoc.	1.0	—	3.4	—	17.9	—	—	0.2	2.0	—	24,595.4	20,701.7	+19
162	Wrigley's Extra Sugar Free Gum	Wrigley Wm Jr. Co.	1.4	0.6	—	—	11.2	6.4	3.7	1.3	—	—	24,528.4	21,398.7	+15
163	Chevrolet Beretta	General Motors	5.5	0.5	0.1	—	12.0	4.0	1.1	0.5	—	0.9	24,479.5	19,970.0	+23
164	Honda Civic	American Honda	8.2	0.1	—	—	13.3	1.6	—	0.6	—	0.6	24,344.6	23,292.6	+5
165	Canon Copiers	Canon Inc.	13.6	—	0.1	—	8.5	1.7	—	0.4	—	—	24,294.3	19,451.2	+25
166	Amtrak Passenger	Amtrak-National	2.5	4.1	5.6	0.3	—	11.1	0.1	—	—	0.4	24,053.7	23,154.8	+4
167	Color Tile	Knoll Holdings Inc.	—	0.1	5.8	—	16.4	0.6	0.8	0.3	—	—	24,023.6	19,424.9	+24
168	US Sprint Long Distance	United Telecom-munications Inc.	1.0	—	0.7	—	18.8	0.5	3.0	0.1	—	—	23,987.9	17,648.9	+36
169	General Foods Intl. Instant Coffee	Philip Morris	2.9	—	—	—	10.6	4.7	3.7	0.5	1.6	0.4	23,975.5	25,484.3	−6
170	Publishers Choice books	National Syndications Inc.	0.2	23.7	—	—	—	—	—	—	—	—	23,906.9	21,674.7	+10
171	Corn Flakes	Kellogg Co.	—	—	—	—	21.2	0.8	1.7	0.1	—	—	23,872.7	24,230.1	−1
172	Raisin Bran	Kelloggs Co.	—	—	—	—	21.2	0.8	1.7	0.1	—	—	23,733.1	23,399.7	+1
173	Total Cereal	General Mills Inc.	0.2	—	—	—	14.7	5.5	0.5	0.8	1.8	—	23,518.0	22,308.9	+5
174	Levis Jeans Family	Levi Strauss Inc.	—	—	—	—	18.1	1.3	1.6	2.0	0.3	—	23,408.7	19,562.1	+20
175	Armed Forces Recruitment	US Government	—	—	2.0	—	19.0	—	1.1	1.1	—	—	23,296.4	28,364.8	−18
176	Chevrolet Corsica	General Motors	5.1	0.8	—	0.4	9.1	5.1	0.6	0.5	—	0.6	23,294.7	22,891.4	+2
177	Oldsmobile Cars	General Motors	2.9	—	3.0	—	14.7	1.8	0.7	0.2	—	1.0	23,271.7	78,960.4	−71
178	Sprite	Coca-Cola Co.	0.3	—	—	—	9.2	8.8	3.3	—	—	1.5	23,217.6	23,095.8	+1
179	Post Grape Nuts	Philip Morris	1.3	—	—	—	10.6	4.3	6.2	6	—	—	23,124.6	20,608.7	+12
180	Ford Taurus	Ford Motor Co.	6.5	—	—	—	12.0	3.3	0.6	0.6	—	—	23,026.6	29,340.6	−22
181	Dodge Cars & Light Trucks	Chrysler Corp.	2.8	—	—	—	1.4	15.6	—	0.4	2.4	—	22,777.9	27,513.8	−17
182	Pathmark Food Stores	Supermarkets General Corp.	—	—	18.6	—	—	3.6	—	—	—	—	22,683.3	22,366.2	+1
183	Carnival Cruises	Carnival Cruises	0.2	—	6.8	—	15.0	—	0.4	0.1	—	—	22,600.0	26,297.3	−14
184	Ford Light Trucks	Ford Motor Co.	3.6	—	1.3	—	13.0	3.7	0.3	0.6	—	—	22,451.3	19,608.3	+14
185	American Dairy/ Cheese Promotion	American Dairy Association	0.1	0.4	—	—	14.4	1.7	0.1	4.0	1.7	—	22,393.4	25,179.0	−11
186	Nissan 300 zx	Nissan Motor Co.	1.3	—	0.2	—	12.4	7.2	0.9	0.2	—	—	22,343.4	2,774.9	+705
187	Jeep Cherokee	Chrysler Corp.	5.9	—	—	—	14.1	0.8	0.4	1.0	—	—	22,341.3	17,929.7	+25
188	Hallmark	Hallmark Cards	—	—	—	—	15.0	1.8	2.2	0.3	3.0	—	22,269.6	38,349.5	−42
189	Walt Disney World Resort Florida	Walt Disney Co.	16.8	—	5.3	—	—	—	—	—	—	—	22,112.2	23,569.8	−6
190	Kellogg Nut & Honey Crunch	Kellogg Co.	—	—	—	—	20.1	0.3	1.5	—	—	—	22,021.1	16,101.4	+37
191	GTE Gen. Promo.	GTE Corp.	6.6	—	—	—	8.7	6.4	—	0.2	—	—	22,007.7	18,080.5	+22
192	Nissan Stanza	Nissan Motor Co.	2.5	—	0.5	0.2	15.5	1.9	1.3	0.2	—	—	21,945.4	6,185.8	+255
193	Capri	BAT Industries Plc	21.4	0.3	0.2	—	—	—	—	—	—	—	21,942.3	11,700.5	+88
194	Ford Thunderbird	Ford Motor Co.	11.1	—	—	0.5	8.8	0.6	0.6	0.3	—	—	21,873.7	8,664.5	+152
195	Liberty Travel	Liberty Travel Inc.	0.3	—	21.3	—	—	0.1	—	—	—	—	21,697.3	19,788.1	+10
196	Pampers Diapers	Procter & Gamble	0.2	—	—	—	17.0	2.0	2.0	0.3	—	—	21,606.5	16,294.1	+33
197	US Postal Service	US Government	5.5	—	2.1	0.6	9.5	2.3	0.9	0.5	—	0.2	21,569.9	12,630.9	+71
198	Little Ceasar	Little Caesar Ent.	—	—	1.2	—	15.2	4.8	—	—	—	0.3	21,568.6	16,139.5	+34
199	Wrigley's Spearmint Gum	Wrigley WM Jr. Co.	1.8	—	—	—	11.0	5.4	2.0	1.4	—	—	21,508.5	30,688.3	−30
200	Ace Hardware Stores	Ace Hardware Corp.	—	1.1	2.6	—	15.1	0.3	1.1	0.6	0.6	0.1	21,464.6	22,222.1	−3

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Marketing/brand management: Exec vp sls & mktg, **Robert Rechholtz**; Vp brand mgmt, **Gary Naifeh**; Brand dir, **Bob McBride**; Brand Mgr, **Lee Buxton**; Vp intl mktg devel, **Rob Klugman**
Agency: Foote, Cone & Belding, Chicago. Sr vp-grp acct dir, **Dan Fox**; Vp magmt dir, **Dave Sollitt**; Acct dir, **Diane Sprengel**; Acct execs, **Charles Wickman, Scott Rabschnuk**; Sr vp media, **Fred Wray**; Vp-grp media dir, **Kent Vlautin**; Media Suprs: **Mary Salmich, Judith Salas, Mark Dominiak**
Agency: GSD&M, Austin, TX. Chmn ceo, **Steve Gurasich**; Sr vp, **Chuck Grady**; Sr vp-dir Hispanic svcs, **Raoul Rodriguez**
GSD&M, Austin, TX. Corp & pub affairs dir, **Hank Olguin**; Vp-assoc media dir, **Tina Williamson**

AMR CORP.

$82,072,100

10 — **AMERICAN AIRLINES PASSENGER SERVICE**

Marketing/brand management: Sr. vp mktg, **Micheal W. Gunn**; Vp sls & adv, **M. A. Buckman**; Mging dir adv, **Tom Morris**; Vp corp comm, **Lowell C. Duncan**; Mgrs adv: **Rob Britton, Ann White, Craig Bailey, Tracey Evan, Patty Elles, Gayle Michaels**; Mgr Sales Promo, **Ladd Biro**; Mgr adv admin, **Meryl Lazarus Cope**; Mgr intl adv, **Rick Fisher**
Agency: Bozell Inc., Dallas. Exec vp-acct dir, **Paul Gold**; Exec vp dir mktg serv, **Hugh O'Brien**; Sr vp-mgmt rep, **Patsy Tryon**; Sr vp-research dir, **Glenn Geller**

AMERICAN DAIRY ASSOCIATION

$82,166,400

82 — **MILK PROMOTION**

Marketing/brand management: Vp mktg planning, **Stephen Dohrmann**; Vp-mktg serv, **Grover B. Simpson**
Agency: DMB&B, Chicago. Sr vp-grp dir, **Ben Bishop**; Vp-acct supr, **Andrea Dichter**; Acct supr, **Jim Moser**; Sr acct exec, **Kim Burain**; Sr vp-grp media, **Gail Fujisawa**; Acct exec, **Erik Burbank**

AMERICAN EXPRESS CO.

$189,629,200

7 — **AMERICAN EXPRESS CREDIT SERVICES**

Marketing/brand management: Pres consumer card grp, **Kenneth Chenault**; Exec vp-gen mgr (personal card), **Phillip Riese**; Exec vp (optima card), **Anne Busgnet**; Vp adv (personal card), **Joan Bonnette**; Exec vp-gen mgr (gold card/platinum card), **John Sutphen**; Vp adv (gold card), **Pamela Guyot**
Agencies: Ogilvy & Mather, N.Y.(personal card, Optima Card). Sr vp-grp dir, **David Warden**; Vp-mgmt suprs, **Harold Sogard, June Blocklin**; Sr vp-assoc media dir, **Wilma Epstein**; Vp-asst media dir, **Mark Belton**
Chiat/Day/Mojo, N.Y. Assoc media dir, **Steve Smith**; Media supr, **Emily Ayers**; Media planner, **Dorothy Adams**

AMERICAN HOME PRODUCTS

$215,310,800

57 — **ADVIL**

Marketing/brand management: Pres Whitehall Labs, **Randy Yates**; Sr vp-mktg, **Andrew Davis**; Grp prod mgr, **Holly Crosbie-Foote**
Agency: Young & Rubicam, N.Y. Sr vp-mgmt supr, **Patrick Kinsley**; Acct supr, **Cathy Damico**; Acct execs, **Kristi Comuzzul, Lisa Epstein**; Sr vp-media dir, **Ira Trumpowsky**; Vp media, **Nalini Ravishankar**

AMERICAN HONDA MOTOR CO. LTD

$217,533,300

Exec vp auto sls oper, **Tom Elliott;** Sr mgr auto adv, **Eric Conn**

48 **HONDA**
Agency: Rubin Postaer & Associates, L.A. Sr vp-acct supr, **Ron MacMillan;** Sr vp-media dir, **Pam Warren;** Vp-assoc media dir, **Coby Low**

HONDA ACCORD
Marketing/brand management: Pres, **K. Amemiya;** Sr vp-auto sls, **T. Okusa;** Mgr Honda adv, **Rob Alen**
Agency: Rubin Postaer & Associates, L.A. Sr vp grp acct dir, **Charles E. Valentine;** Vp acct dir, **Steve Woolford;** Vp acct suprs, **Julie Boston, Joan Egan;** Assoc media dir, **Lynn Gilman**

65 **ACURA**

ACURA LEGEND

70 **ACURA INTEGRA**
Marketing/brand management: Vp-Acura div, **Ed Taylor;**
Agency: Ketchum Advertising, L.A. Dir of client srvs, **Tim Hart;** Vp-acct mgmt supr, **Kevin Kitagawa;** Vp-dir of advanced plng, **Peter Goodwin;** Vp-assoc media dir, **Cindy Borges;** Media supr, **Anne Cleary;** Vp, dir of sls promo & design, **Linda Malley**

AMERICAN PROTECTION INDUSTRIES

$78,911,200

77 **THE FRANKLIN MINT COLLECTION**

81 **THE FRANKLIN MINT PORCELAIN COLLECTION**
Marketing/brand management: Vp mktg, **Thomas Durovsik;** Vp male collectibles, **Patrick Murray;** Vp jewelry, **Martha Wright;** Vp library, **Barbara Cady**
Agency: In-house. Vp media mgmt, **Alan Beer;** Vp media, **Mike Burgess**

AMERICAN STORES CO.

$138,609,300

Pres, **Alan Stewart**

44 **LUCKY FOOD STORES**
Marketing/brand management: Sr vp mktg, **Bob Hermanns;** Vp advg, **Alan Stec;** Media buyer, **Joanne Joseph**
Agency: Grey Advertising, San Francisco. Sr vp-mgmt supr, **Dick Popko;** Vp-assoc media dir, **Kristin Dybdal;** Vp mgmt supr, **Margo Witt;** Acct execs, **Steve Sparkman, Linda Freckleton**

76 **JEWEL CO INC. FOOD STORES**
Marketing/brand management: Vp-grocery merchandising, **Greg Josefowicz;** Vp sls & adv, **Bob Lutz**
Agency: Lois/GGK, Chicago. Sr vp-mgmt supr, **Brad Beechen;** Acct exec, **Ellen Ross;** Acct supr, **Valerie Sanders;** Sr vp-media dir, **Patrice Dermody**

WORK AND PLAY

Tom Sharbaugh's hobbies come in real handy at work. The group brand director for Budweiser and Bud Light likes swimming, running, rock and roll (he plays keyboards) and auto racing (as an observer). And much of his huge advertising budget goes into sports and music programing and events.

That kind of integration is typical of the Budweiser brand. "Any idea that is worth its salt should be executed down the line," says Sharbaugh. For example, they hyped the Bud Bowl for months in televised football games

AMERICAN TELEPHONE & TELEGRAPH

$360,219,100

Dir adv svs corp, **Robert Watson**

11 **AT&T LONG DISTANCE BUSINESS**
Marketing/brand management: Adv svcs corp, **Robert Watson;** Dir business adv & promo, **Karen Bered**
Agencies: McCann-Erickson NY. Sr vp-grp dir, **Hank O'Brien;** Vp-mgmt rep, **Eric Keshin;** Vp-acct supr, **Linda Koch;** Acct supr, **Jo-Ann Munoz;** Acct supr, **Steve Poppe;** Sr vp-grp media dir, **Vince Tortorelli;** Vp-assoc media dir, **Jim Lamond**

15 **AT&T LONG DISTANCE (Domestic, residential)**
Marketing/brand management: Adv dirs, **D. Robertson, J. Woodall;** Adv mgrs: **Stephen Block, Bruce Carlson, Mike Marion, M. Church;** Dir consumer mkt mgr, **J. Ryan**
Agency: N W Ayer, N.Y. (domestic consumer long distance). Exec vp-mging dir, acct srvcs, **David Gantman;** Sr vp-mgmt supr, **Anne MacDonald**
Young & Rubicam, N.Y. (special long distance services). Exec vp grp dir, Mort Lowenstein; Sr vp reg acct dir, **Barbara Jack**
Ogilvy & Mather Direct (domestic consumer long distance). Sr vp-mng dir, **Shelley Lazarus;** Vp-exec acct dir, **Cynthia Grant**
Hispanic markets agency: Bermudez & Assoc., L.A. Chmn-ceo, **Eduardo Bermudez;**
Puerto Rico Agency: Marti Flories Prieto & Wachtel. Chmn-ceo, **Enrique Marti-Coll**

52 **AT&T LONG LINES OVERSEAS**
Marketing/brand management: Ad dir, **David Robertson;** Div man int'l, **Jackie Woodall;** Dir int'l mktg, **Ray Butkus**
Agency: Young & Rubicam, N.Y. (international consumer long distance). Exec vp worldwide-grp dir, **Mort Lowenstein;** Acct supr, **Ed Concannon;** Acct exec, **Colleen Bailey**
Minority agency: Bermudez & Associate

97 **AMERICAN TELEPHONE & TELEGRAPH**
Marketing/brand management: Corp ad dir, **Paula Horil;** Corp. broadcast mgr, **Linda Urben;** Div mgr, **R. Z. Manna;** Corp media mgr, **M. Seduski**
Agencies: N W Ayer, N.Y. Sr vp-exec acct dir, **J Keeler;** Sr vp-mgmt supr, **F. McClafferty;** Vp acct supr, **V. Nieman;** Sr vp-exec media dir, **B. Gordon;** Assoc media dir, **Jay Kearney**
Ogilvy Mather, N.Y. (intl). Client serv dir, **Kelly O'Dea;** Sr vp-grp dir, **Cynthia Round;** Sr vp-mgmt supr, **McKelden Smith**
Minority/college recruitment: Uniworld, N.Y. Sr vp gm, **H. Morales;** Vp-acct supr, **L. Dukette**

ANHEUSER-BUSCH COS INC.

$386,053,100

6 **BUDWEISER**

Marketing/brand management: Exec pres corp mktg & comm, **Michael J. Roarty;** Vp brand mgmt, **Jack MacDonough;** Vp corp media/sports mktg, **Charles B. Fruit;** Grp brand dir, **Tom Sharbaugh;** Sr brand mgr, **Joe Corcoran;** Prod mgrs, **Tim Schoen, Paul Stoddart**

BUDWEISER BEER

Agency: D'Arcy Masius Benton & Bowles, St. Louis. Sr vp-mgmt supr, **Jim Palumbo;** Vp-assoc media dir, **Beth Selb;** Media mgr, **Carol Grisham;** Media planner, **Carol Ozanich**
Hispanic agencies: Castor Spanish International. Acct exec, **Robin Roberts**

20 **BUDWEISER LIGHT BEER**

Marketing/brand management: Sr. brand mgr, **Bob Lachky;** Prod mgr, **Mark Schupp**
Agency: DDB/Needham, Chicago. Vp assoc media dir, **Gary Mueller;** Media supr, **Ed Gold;** Acct exec, **J. T. Mapel;** Media planner, **Jamie Pruett;** Print Buyer, **Marie Lohan;** Acct supr, **Steve Jackson**
Hispanic agencies: Castor Spanish International. Acct exec, **Robin Roberts**

30 **MICHELOB DRY BEER**

Marketing/brand management: Sr brand mgr, **Don Meyer;** Prod mgr, **Bill Campbell;** Grp brand dir, **Bob Goughenour**
Agency: DDB/ Needham, Chicago. Sr vp-grp acct dir, **John Greening;** Acct supr, **Alan Cohen;** Acct exec, **Mark Davis;** Sr vp-assoc media dir, **Geoff McClelland;** Asst acct exec, **Barbara Carson**
Hispanic agencies: Castor Spanish International. Acct exec, **Robin Roberts**

CBS/BROADCAST GROUP

$62,221,100

56 **CBS TV NETWORK**

Marketing/brand management: CBS TV Network, CBS Entertainment, CBS News, CBS Sports, CBS Broadcast International: Sr vp, communications, **George F. Schweitzer;** Vp adv & promo, **Michael Mischler**
Agency: Various; Backer Spielvogel Bates, N.Y.(media). Pres, **Dean Scaros;** Sr vp-grp media dir, **Alain Zutter**

CAPTIAL CITIES/ABC INC.

$62,730,000

96 **ABC TV NETWORK**

Marketing/brand management: Srvp-mktg & research svs, **Alan Wurtzell;** Exec pres-sls ABC TV Network, **H. Weller Keever;** Vp sls, **Madeline C. Nagel**
Agencies: Grey Entertainment & Media/Faital & Collins, Santa Monica, Calif. (for entertainment). Pres, **Russell Collins;** Acct supr, **Ilene Slotnick;** Creative dir, **Paul Blanchard**
Lois/GGk (for sports). Grp mgr, **John Tracosas;** Acct supr, **Andy Brief;** Media dirs, **Chris Tinkham, Carol Lavitt**

and *Sports Illustrated*. Leading up to the Super Bowl, they had in-store retail displays with little football fields and helmeted bottles. And the media department placed the commercials to allow the game within a game to unfold dramatically. "We operate at full steam when we have all the levels of the marketing mix working together," he says.

Still, Budweiser and Bud Light budgets were down 18% and 22%. But Sharbaugh says it's because they put extra money behind the brand to be the official beer sponsor of the Olympics in 1988. "It's a very expensive thing to participate in."

His prior marketing jobs: Procter & Gamble, Busch Theme Parks, and believe it or not, the U.S. Postal Service.

Brian Bagot

CIRCUIT CITY STORES INC.

$78,730,000

16 **CIRCUIT ELECTRONIC STORES**

Marketing/brand management: Corp. adv dir, **Greg Jones**
Agency:Circuit City Advertising. Exec vp, **W.D. Rivas;** Media mgr, **Carol Stant**

CITICORP

$103,896,800

92 **CITICORP GENERAL PROMOTION**

Marketing/brand management: Vp corp adv, **Mary Ann Eager;** Vp assist dir corp adv, **Linda Scenna**
Agency: NW Ayer, N.Y. Exec vp-mng dir acct svcs, **David Gantman;** Sr vp-exec acct dir, **Anne MacDonald;** Vp mgmt supr, **Peter Hochman;** Exec vp-mng dir media svcs, **Marcella Rosen;** Sr vp-grp media dir, **Beth Gordon**

COCA-COLA USA

$229,431,700

Vp-dir mktg planning, **Michael Beindorff**
Black Agency: Burrell. Sr vp-gm, **Sarah Burroughs;** Vp-acct supr, **Neva Richardson;** Vp-media dir, **Nick Howse;** Media supr, **Michelle Garner**
Hispanic Agency: Sosa

17 **COCA-COLA CLASSIC**

Marketing/brand management: Grp brand dir, sugar colas, **Donald Lenehan;** Assoc brand mgr, **Nancy Gibson;** Dir consumer research, **Jerry Payne;** Vp-Black & Hispanic mktg, **Chuck Morrison;** Dir mktg srvcs, **Ty Taylor;** Vp corp media dir, **William H. Lynn;** Dir of media, C-C USA, **Chris Gagen**
Agency: McCann-Erickson, N.Y. Exec vp-depty gen mgr, **Gunnar Wilmot;** Vp-acct suprs, **Bill Grogan, Phil Shaw;** Acct execs, **Rob Powers, Sherry Corwin, Kathy Breslin, Brian Meltsner;** Exec vp-worldwide media srvcs, **Gordon Link;** Exec vp-natl media dir, **Ira Carlin;** Sr vp-plng mgr, **George Hayes;** Vp-assoc media dir, **Kevin Mannion;** Worldwide coors, **Bill Van Ingen, Liz Samurovich**

26 **DIET COKE SOFT DRINK**

Marketing/brand management: Grp brand dir diet colas, **Dan Sayre;** Brand mgr, **Mary Minnick;** Assoc brand mgr, **Steve Moore;** Asst brand mgrs, **Katie Joylik, Sunny Burrows**
Agency: Lintas:Worldwide

COTTER & CO.
$52,308,100

37 **TRUE VALUE**

Marketing/brand management: Exec vp, **Paul Fee;** Gen merch mgr, **Jerry Thompson**
Agency: Home Products Marketing Association (In-House). Sls prom mgr, **Harry Adams;** Adv mgr, **Gary Coppinger**

DAIMLER BENZ
$85,641,500

88 **MERCEDES-BENZ**

Marketing/brand management: Vp-mktg, **Hans Jordan;** Gen mgr mktg, **Albert Weiss**
Agency: McCaffrey and McCall Inc., N.Y. Exec vp-grp acct dir, **Will Metzger;** Sr vp-mgmt suprs, **Kent Sednaoui, Lisa DeCrane;** Acct suprs, **Ellen Keller, Carol Goldberg;** Acct execs, **Amy Ludlow, Kathy Kennedy;** Asst acct execs, **Jeannie Nikiel, Richard Riegel, Richard Ullman, Renee Martin**

DELTA AIR LINES INC.
$86,959,300

13 **DELTA AIR LINES PASSENGER SERVICE**

Marketing/brand management: Sr vp mktg, **W.W. Hawkins;** Asst vp adv & sales prom, **Judy Jordan;** Mgr adv, **Sandy Rowan**
Agency:BBDO, Atlanta. Pres ceo, **Don Mitchum;** Exec vp-wrldwd acct dir, **Jack Walz;** Exec vp creative dir, **Gregg Dearth;** Sr vp mgmt supr, **Jim Garrison;** Sr vp media dir, **Dave Capano**

DOMINO'S PIZZA INC.
$64,403,600

22 **DOMINO'S RESTAURANTS**

Marketing/brand management: Div vp mktg, **Mike Raymond;** Natl dir mkt research, **Margaret Olson-Cox;** Natl dir pub rel, **Ron Hingst;** Natl adv dir, **Burke Cueny**
Agency: Group 243, Ann Arbor, Mich. Pres, **Jante Muhlman;** Gen mgr, **Bruce Smith;** Mgmt dir, **Henry Blank;** Media dir, **Kathy Savitskie;** Creative dir, **Phil Smith**

E.I. DuPONT de NEMOURS & CO.
$85,836,900

90 **DUPONT STAINMASTER CARPET**

Marketing/brand management: Flooring systems division: Dir, **John Carson;** Bus dir-residential, **Ken Hostelley;** Mktg mgr, **Bruce Koepcke;** Mktg comm mgr, **Gary Johnston**
Agency: BBDO, N.Y. (Residential Products). Acct supr, **Stuart Marvin;** Acct exec, **Douglas Moore;** Exec vp media, **Arnie Semsky;** Media dir, **Mike Drake;** Vp assoc media dir, **Tom Fuld;** Media supr, **Peter Harrington**
Agency: Rumrill/Hoyt, Rochester, N.Y. (Commercial Products). Acct supr, **David Nevargall;** Acct execs, **Todd Luepke, Carl Withers**

EASTMAN KODAK CO.
$235,938,600

58 **KODAK FILM**

Marketing/brand management: Vp gm (consumer imaging div), **Peter Palermo;** Vp gm U.S. mktg & sales (CID), **Robert C. Sharp;** Div vp dir mktg comm svcs (photographic prods div), **Richard S. Bartlett;** Dir worldwide mktg comm (CID), **James Gallery;** Mktg comm dir (film prod-CID), **Gregory T. Walker**
Agency: J. Walter Thompson, N.Y. Sr vp worldwide mgmt dir, **Jerry Gottlieb;** Sr vp acct dirs, **Martin E. Susz, Nancy Hallberg;** Vp acct supr, **Jeff Bodenmann;** Acct supr (intl), **Susan Pisello;** Acct reps, **Anna Suessbrick, Todd Root (intl);** Exec vp U.S. media dir, **Richard Kostyra;** Sr vp dir network neg, **John Sisk;** Sr vp assoc media dirs, **Emily Swartzentruber (ping), Gwyn Kaufman (neg);** Media supr, **Scott Frank;** Media plnr, **Chris Pascucci**

FEDERAL EXPRESS CORP.
$39,892,900

64 **FEDERAL EXPRESS**

Marketing/brand management: Sr vp mktg, **Carole Presley;** Vp corp mktg, **Mike Glenn**
Agency: BBDO, N.Y. Sr vp mktg dir, **Gary dePaulo;** Vp acct supr, **Ira Bhar;** Acct exec, **Ann Chorske;** Assoc media dir, **Nora Gallick;** Media supr, **Scott Loos**

FOODMAKER INC.
$43,387,700

84 **JACK-IN-THE-BOX RESTAURANTS**

Marketing/brand management: Exec vp mktg, **Mohammad Iqbal;** Div vp prod mktg, **John Farrar;** Dir sls mktg & prom, **Michael Sick;** Div vp mktg comm, **Paul Haack;** Dir mkt res, **Bruce Frazer;** Div vp tech svcs, **Ken Dunkley;** Dir ops svcs, **Jeff Hiller;** Dir advg, **Karen Wagner**
Agency: Cohen/Johnson, L.A. Vp acct grp dir, **Tom Ruffino**

FORD MOTOR CO.
$460,655,600

74 **MERCURY COUGAR**

Marketing/brand management: Gen mktg mgr, **Ian McCallister**
Agency: Young & Rubicam, Detroit. Vp group supr, **Warren Winstanley;** Vp acct supr, **Carol Lane Straight;** Acct supr, **Shelley Stowell;** Vp media, **Marge Forbes;** Media dir, **Ken Pool**

SPARE CHANGE

You might think Beth Gordon doesn't like change. After all, she's worked for 12 years at NW Ayer, with much of that time spent on the AT&T account.

Wrong. It may be one account, but Gordon has had to keep pace with incredible changes over the years. "Ten years ago, there was one equal access, we're into real competition. I can't imagine another account like that," she says of her assignment.

Recently promoted to New York media director on AT&T, Gordon oversees *AT&T Pre-*

46 **FORD RANGER**

Minority Agency: Uniworld Group, N.Y. Acct supr, **Fermina Platon;** Media dir, **Steve Goodman;** Acct exec, **Bruce Lewis**
Marketing/brand management: Ford Division: Vp gm, **T.J. Wagner;** Gen mktg mgr, **Keith Magee;** Adv mgr, **John Vanderzee;** Truck ad mgr, **Bill Glick**
Agency: J. Walter Thompson, Detroit. Exec vp gm, **Chuck Balestrino;** Sr vp Ford acct dir trucks, **Sean Neall;** Sr vp media dir cars & trucks, **Bob Mancini;** Vp group dir cars & trucks, **Tom Johnson;** Media dir trucks, **Rich Rivera**
Black Agency: Burrell Advertising, Chicago. Sr vp grp dir, **Linda Pharr;** Mgmt supr, **Dakota Pippins;** Acct supr, **Dwane Watts;** Sr vp media, **Nick Howse;** Assoc media dir, **Zelina Kelly**
Hispanic Agency: Mendoz, Dillon & Assoc., Newport Beach, Calif. Pres, **Robert Howels;** Vp client svcs, **Ingrid Ottero;** Sr vp media dir, **Terry Silverman**

GENERAL ELECTRIC CO.

$115,082,100

85 **NBC TV NETWORK (NATIONAL BROADCASTING CO.)**

Marketing/brand management: Exec vp mktg, **John Miller (N.Y.);** Vp adv & admin, **Paul Wang (Burbank);** Vp west coast adv & prom, **Vince Manze;** Vp east coast adv & prom, **Tim Miller (N.Y.);** Dir media plng, **Marla Goldstein (Burbank)**
Agency: DMB&B, L.A./N.Y. Mng dir, **Jim Helin;** Exec vp dir entertainment, **Neil Lemlein;** Vp acct supr, **Eric Belcher;** Sr vp media dir, **Ron Lawrence;** Deputy mng dir chief creative off, **John Armistead**

GENERAL MILLS

$355,265,600

27 **RED LOBSTER RESTAURANTS (RED LOBSTER INNS OF AMERICA)**

Marketing/brand management: Exec vp mktg, **Mike Dimopoulos;** Vp natl mktg media, **Wyman Roberts**
Agency: Grey Advertising, N.Y. Exec vp, **Jordan Rosuck**

GENERAL MOTORS

$999,116,500

67

Exec dir adv & strategic mktg, **Philip Guarascio**

GENERAL MOTORS PARTS & SERVICES

Marketing/brand management: Gen dir sls & mktg, **Richard Sherman;** Mktg dir, **David Robison;** Adv mgr-GM dealers, Ken Robinson
Agency: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich. Exec vp-mgmt supr, **Ted Teegarden;** Vp-grp acct supr, **Chuck Brandt;** Acct supr, **Mike Koch;** Sr vp-media dir servs, **George Rogers;** Vp-grp media dir, **Marty Choinski**

99 **GENERAL MOTORS CARS & LIGHT TRUCKS**

23 **BUICK PASSENGER CARS**

Marketing/brand management: Gen mktg mgr, **Darwin Clark;** Gen dir adv, **Jay Qualman;** Gen dir div mktg, **John Dabels;** Vp-gen mgr, **E.H. Mertz;** Gen sls & srvcs mgr, **R.E. Coletta**
Agency: McCann-Erickson, Troy, Mich. Sr vp-mgnmt rep, **Richard A. Hill;** Vp-nat'l grp supr, **George Bak;** Vp-acct supr, **Gary Kopicko;** Vp-acct supr, **Hal Randall;** Acct execs, **Roxann Blaquiere, John Holowty, Sara Sevec, Alan Morris, Cathy Randall, John Bomarito;** Sr vp-media svcs, **Karen Ritchie**

54 **CHEVROLET LIGHT TRUCKS**

75 **CHEVROLET S-10**

Marketing/brand management: Mktg mgr-trucks, **Frank Raine**
Agency: Lintas:Campbel-Ewald, Warren, Mich. Sr vp-grp mgmt supr, **Dennis Connaughton;** Grp sr vp-mgmt supr, **John Barczyk;** Acct supr, **Mark Bellissimo;** Vp-assoc media dir, **Pat Sharp;** Sr media planner, **Penney Willey;** Asst acct exec, **Adam Brush**

CHEVROLET

Marketing/brand management: Mgr adv pass cars, **Dannielle Colliver;** Vp-brand mgmt passenger cars, **Steve D. McAvoy;** Gen mktg mgr, **Mike Erdman;** Nat'l mgr pass car merch, **John C. Burrow**
Agency: Lintas:Campbel-Ewald, Warren, Mich. Sr vp-grp dir, **Thomas Thomson;** Vp-acct supr, **David Scott;** Vp-assoc media dir, **Catherine Curry**

sents, advertorials, special sections, events, rock concerts and corporate sponsorships. "We're probably first on the list to be contacted" when an arts group needs support. For the future, working on AT&T looks "as complicated as it has been . . . and more so," she says. "We have to look beyond traditional media."

Gordon started her career at WPIX, a local New York City television station. After stints buying, planning and researching media, she made the switch to advertising by joining what was then Compton Advertising to work on Procter & Gamble.

Gordon, who is not married, has found a second home at Ayer. "I've adopted the whole staff here," she says.

Casey Davidson

59 **CHEVROLET LUMINA**

Agency: Lintas:Campbell-Ewald, Warren, Mich. Media supr, **Kevin Donley;** Exec vp-Chevrolet acct dir, **Anthony Hopp**

79 **CHEVROLET PASSENGER CARS**

Agency: Lintas:Campbell-Ewald, Warren, Mich. Sr vp grp acct supr, **Michael J. Ryan;** Acct suprs, **Pete Rentchler, Tim Keaton;** Media dir, **Louis M. Shultz;** Sr vp grp media dir, **Paul Hunt;** Sr vp grp, **Bob Mitchell;** Sr vp grp meida dir brdcst, **Judith E. Sawyer;** Sr vp dir nat'l brdcst media, **Barbara A. Munroe;** Vp assoc media dir (nat'l), **Katie Kiyo;** Vp assoc media dirs (area mktg), **John A. Winkelseth, Bruce Weber, Caryn Gray**

49 **OLDSMOBILE CARS**

Agency: Leo Burnett Co., Southfield, Mich. Sr vp client svc dir, **Ted Jordan**

OLDSMOBILE CUTLASS

Marketing/brand management: Prod mktg mgr, **S.D. McAlpine**
Agency: Leo Burnett Co., Southfield, Mich. Vp acct dir, **Neil Lichtman;** Sr vp media, **Rob Wismiwski**

51 **PONTIAC GRAND PRIX**

Marketing/brand management: Asst gen sls & svcs mgr-mktg, **Dwight Logie**
Agency: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich. Sr vp mgmt supr, **Mark Jovik;** Vp acct suprs, **Mike Valant, Art Pepin;** Acct suprs, **Steve Brown, Jim Holman;** Sr vp-dir of media svcs, **George M. Rogers, Jr.;** Assoc media dir, **Jim Gagen;** Media suprs, **Linda Froeschke, Todd Rankin**

GOODYEAR TIRE & RUBBER CO.

$66,755,100

87 **GOODYEAR CAR TIRES**

Marketing/brand management: Mktg mgr auto tires, **H.D. McDonald**
Agency: J. Walter Thompson, Detroit. Vp mgmt suprs, **Steve Stepanek, Austin Craig, Clark Wood;** Supr-dir of media, **Bob Reuschle;** Assoc media dir, **Paul Murray;** Media supr, **Jeff Voight**

GRAND METROPOLITAN PLC

$348,498,900

CEO, **Barry Gibbons**

3 **BURGER KING RESTAURANTS**

Marketing/brand management: Exec vp mktg, **Gary Langstaff**
Agency: DMB&B, N.Y. Sr vp, **Steve Gramps;** Dir operations & strategies, **George Rubin;** Acct dir, **Tim Kelly;** Sr vp assoc media dir, **Brian Highes;** Asst media dirs, **Susan Frost, Sean Cunningham**
Agency: Saatchi & Saatchi, N.Y. Exec mng dir, **Richard Pounder;** Sr assoc media dirs, **Lou Capozzoli, Sandy Diana;** Sr vp mng supr, **David Srere;** Acct supr, **Sal Taibi**

ENSURING SUCCESS

Prudential Insurance can be a demanding piece of business to work on, says Lowe & Partners' Amy Marsh, 31. The account veteran, who followed the account to Lowe from Backer Spielvogel Bates, notes in particular the client's penchant for being in very high-profile media properties.

"Basically, they want to support leadership spending," she says. "It's not just buying a spot in something, but sponsoring an entire event." Indeed, last year Prudential became a sponsor of the Academy Awards, and it has

HALLMARK CARDS INC.

$81,917,300

66 **HALLMARK CARDS**

Marketing/brand management: Grp vp Hallmark brand, **Tom Johnson;** Div vp advg & promo, **Brad Moore;** Dir natl retail advg, **Ira Stolzer**
Agency: Leo Burnett, Chicago. Sr vp acct dir, **Jim Thompson;** Vp acct dir, **Tom Dickson;** Vp acct supr, **Ken Fill;** Vp media dir, **Chuck Quarnstrom;** Media supr, **Sherri Sipes**
Agency: Valentine-Radford Inc., Kansas City, MO. Dir client svcs, **Craig Ligibel;** Acct grp supr, **Greg Kirsch;** Acct supr, **Michael St. Pierre;** Media dir, **Colleen O'Kane;** Assoc media dir, **Jan Trusty**

HIGHLAND SUPERSTORES INC.

$56,795,400

33 **HIGHLAND HOUSEHOLD PRODUCTS**

Marketing/brand management: Vp advg, **Frank Ferriolo;** Advg operations mgr, **Ron Demo;** Media dir, **Maxine Cooper;** Dir special events, **Ed Rossman;** Media mgr, **Marianne Barrons**
Creative Agency: W.B. Doner. Acct exec, **Jeff Hale;** Asst acct exec, **Alex Eisenberg;** Mgmt supr, **Ross Lerner**
Print advertising: In-house
Media buying: In-house

HYUNDAI MOTOR AMERICA

$151,930,900

39 **HYUNDAI SONATA**

Marketing/brand management: Vp mktg, **Jack Collins;** Nat'l mgr of advg, **Maurice Bowen**

Marketing/brand management: Dir prod & mktg plng, **Bill Hamilton**
Agency: Backer Spielvogel Bates, Irvine, Calif. Vp acct supr, **Bob Svete;** Acct supr, **Mark Weinfeld;** Acct exec, **Kellie Floren;** Vp media dir, **Phil Bernstein;** Media suprs, **Susan Wheeler, Jonna Baker**

69 **HYUNDAI EXCEL**

Marketing/brand management: Dealer assoc & media mgr, **Bruce Goren**
Agency: Backer Spielvogel Bates, Irvine, Calif. Sr vp mgmt rep, **Harry Grusche;** Vp acct supr, **Bob Svete;** Acct supr, **Mark Weinfeld;** Sr vp grp media dir, **Kevin Coyne**

IMASCO USA

$56,202,900

50 **HARDEE'S FOOD SYSTEMS**

Marketing/brand management: Exec vp, **Jim Jaffre;** Sr vp, **Bill Lancaster;** Dir of adv, **Jerry Lacy**
Agency: Ogilvy & Mather, N.Y. Sr vp-client dir, **Bill Gray;** Vp-acct dir, **Adam Sunderland;** Sr vp-dir of field svcs, **Robert Worsworthy;** Sr vp-assoc media dir, **Alan Orlick;** Vp-asst media dir, **Kieran Colman**

INTERNATIONAL BUSINESS CORP.

$96,959,800

93 **IBM GENERAL PROMOTION**

Marketing/brand management: Dir adv & promo, **C. C. LaRoche;** Dir adv & promo oper, **W. H. Harrison;** Mgr print adv, **M. B. Gordon**
Agency: Wells, Rich, Greene, N.Y. Exec vp grp head, **David Sklaver;** Mgmt supr, **Judi Francis;** Acct supr, **Jim Roosa;** Acct exec, **Scott Friedman;** Asst acct exec, **Cynthia Ragusin;** Vp grp head-media, **Larry Loiello;** Asst grp head-media, **Virginia Rowe;** Media plnrs, **Andrea Swann, Bill Swanston, Frank Torelli**

J. C. PENNEY CO.

$158,923,300

38 **J. C. PENNEY STORES**

Marketing/brand management: Exec vp dir corp merchandising, **Barger Tygart;** Dir mktg comm, **R. L. Shuler;** Mgr media srvcs, **J. M. Chicoskie;** Natl media plr, **Julia Hagmann Fuqua; Catalog Division:** Pres, **Rod Birkins;** Dir merchan, **Julius Debbs;** Dir adv & pubs, **William Kelly**
Agency: NW Ayer, N.Y. Sr vp mgng dir, **Tom Hooke;** Vp-media dir, **Mary Bresnahan**

helped innovate new uses of media, including the use of "spreadvertorials" in newsweekly magazines. This "leadership spending" position helps explain the 51% increase in Prudential's 1989 media spending reported by LNA, notes Marsh.

Marsh started her career in the media department of a small agency that eventually was acquired by Bozell & Jacobs. She moved on to BSB, where she worked for eight years on American Cyanamid, Avis, the U.S. Navy and Kal-Kan pet foods, in addition to Prudential. Now she works exclusively on Prudential's corporate and insurance divisions.

First love: Travel. Biggest frustration: She rarely gets to travel any farther than Prudential's headquarters in Newark, N.J.

Joe Mandese

JOHNSON & JOHNSON

$246,571,600

71 **TYLENOL REGULAR STRENGTH PAIN RELIEVER (McNeil Consumer Products)**

Marketing/brand management: Vp mktg, **Jim T. Lenehan;** Dir prod mgmt, **Brian D. Perkins;** Grp prod dirs, **Tony A. Vernon, Bill Murphy;** Prod dirs, **Sharon Ali, Roz Williams, Kate Ferris, Don Moore**
Agency: Saatchi & Saatchi DFS Compton Inc., N.Y. Exec vp-grp dir, **Thomas Lom;** Sr vp mgmt dir, **Joe McCarthy;** Acct supr, **Marie McNeely;** Exec vp dir media oper, **Carol Karasick;** Vp assoc media dir, **Charlie Greenberg;** Acct exec, **Suzanne Winkler;** Media supr, **Marie Wolpert**
Hispanic agency: Mendoza, Dillon & Associados. Vp acct svcs, **Robert L. Howells**

KELLOGG CO.

$428,134,600

98 **KELLOGG'S FROSTED FLAKES**

Marketing/brand management: Vp exec vp sales & mktg, **W.H. Weintraub;** Vp mktg, **T.P. Mosby**
Minority Agency: Vince Cullers Advertising, Chicago. Mktg dir, **George Boykin;** Media dir, **Jeff Cullers;** Acct exec, **Michelle Jones**
Agency: Leo Burnett Co. Inc., Chicago. Exec vp acct dir, **Jim Jenness;** Vp media dir, **John Moszynski;** Vp acct dir, **Tim O'Day;** Acct supr, **Larry Bruck;** Acct exec, **Brian Hurley;** Exec vp media srvcs, **Willard Hadlock;** Sr vp media dir, **Lincoln Bumba**

K MART CORP.

$186,271,100

8 **K MART STORES**

Marketing/brand management: Vp sls & mktg, **William Parker;** Vp mktg, **Michael Wellman;** Dir of Adv, **Gerry Habeck**
Agency: Ross Roy, Detroit, Mich. Sr vp-mgmt supr, **Peter Vetowich;** Sr vp-mgmt supr, **Laurence Haddock;** Vp, **Lissa Papizan;** Sr vp-dir of media, **Bill Behrmann;** Sr vp grp media dir, **Alfred Don;** Vp media dir brdcast, **Patricia Cuda**

THE KROGER CO.

$56,589,200

53 **KROGER FOOD STORES**

Marketing/brand management: Vp adv, **Dick Owens;** Dir adv, **Dick Bergman**
Agency: Campbell-Mithun-Esty, Chicago. Pres, ceo, **Marvin Goldsmith;** Sr vp mngt supr, **Jon Wylie;** Vp mngt supr, **John Kroening;** Sr vp-dir media services, **Charles Abrams;** Sr vp-grp media dir, **Janet Bak**

MCI COMMUNICATIONS CORP.

$52,183,300

94 **MCI LONG DISTANCE TELEPHONE SERVICE**

Marketing/brand management: Sr vp sls & mktg, **Stuart Mencher;** Vp adv sls prom, **Judy Ranzer**
Agency: Wells, Rich, Greene, N.Y. Exec vp media, **Steve Farella;** Sr vp media pln dir, **Mark Battita;** Vp media grp head, **Linda Walker;** Exec vp acct grp head, **Paula Kahn**

R. H. MACY & CO.

$203,909,700

5 **MACY'S**

Marketing/brand management: Grp vp-mkt dir, **Howard Adler;** Vp-prod adm, **Joe Civitillo**
Agency: In-house

McDONALD'S CORP.

$431,777,700

1 **McDONALD'S RESTAURANTS**

Marketing/brand management: Sr exec vp mktg, **Paul D. Schrage;** Sr vp mktg, **Peter A. Nelson;** Vp natl mktg, **David B. Green;** Asst vp media, **Laurie A. Grace;** Vp advg, **Roy Bergold**
Agency: Leo Burnett, Chicago. Exec vp media svcs div, **Willard Hadlock;** Sr vp media dir, **Sally Hunter;** Exec vp client service dir, **James Shymkus;** Sr vp acct dir, **Jerry Conner;** Vp acct dir, **Barry Krause**
Black agency: Burrell Advertising, Chicago. Sr vp grp dir, **Linda Pharr;** Vp acct supr, **Wil Adkins;** Acct supr, **Rob Jackson;** Acct exec, **Lauren McCadney;** Asst acct exec, **Terria Ladner;** Sr vp media dir, **Nick Howse;** Media dir, **Zelina Kelly**
Hispanic agency: Castor GS&B, N.Y. Chairman of the board, **Castor Fernandez;** Pres, **Al Garcia-Serra;** Acct supr, **John Gomez**

MIDAS INT'L CORP.

$56,314,900

35 **MIDAS MUFFLER & BRAKE SHOPS**

Marketing/brand management: Sr vp franchise oper & mktg, **Russ Richards;** Vp mktg, **Chris Shoenleb;** Vp adv, **Ralph Linder;** Adv svcs mgr, **Dan Hull**
Agency: Wells, Rich & Greene, N.Y. Pres(Chicago), **Larry Singer;** Exec vp-mgmt supr, **Earl Arnold;** Sr vp dir field svcs, **Stan Flaum;** Sr vp media, **Curtis King;** Assoc media, **Constance MacTaggart, Gwendolyn Kelly**

MITSUBISHI

$74,114,100

78 **MITSUBISHI ECLIPSE**

Marketing/brand management: Vp mktg, **Garrett J. Nash;** Advg dir, **Frances Oda**
Agency: Grey Advertising. Sr vp grp dir, **Bruce McRitchie;** Vp acct supr, **John Miley;** Acct exec, **Tom Donaldson**

MONTGOMERY WARD & CO. INC.

$90,852,700

89 — **MONTGOMERY WARD HOUSEHOLD**

Marketing/brand management: Chmn CEO, **Bernie Brennan;** Pres mktg, **Bernie Andrews;** Sr vp mktg, **Dale Pond**
Agency: Saffer/USA Advertising Inc., Chicago. Pres, **Cary Deacon;** Vp media dir, **Bill Blaha;** Vp dir client svcs, **Nancy Bernstein;** Acct dir, **Kristin Rafkin;** Sr acct exec, **Carrie Novak;** Acct supr, **Mark Doucette**

NWA INC.

$60,682,000

32 — **NORTHWEST AIRLINES PASSENGER SERVICES**

Marketing/brand management: Exec vp mktg, **A.B. Magary;** Vp mktg programs, **John Temple**
Agency: Saatchi & Saatchi, N.Y. Sr vp mng dir, **Peter Levitan;** Vp acct suprs, **Mary Lee Broder, Evangeline Ames;** Sr vp assoc media dir, **Don Morrison;** Media dirs, **Phil Moore, David Heller**

NATIONAL LIVESTOCK MEAT BOARD

$38,862,800

91 — **BEEF INDUSTRY COUNCIL**

Marketing/brand management: Exec vp mktg, **John Francis;** Vp advg dir, **Jeanne M. Sowa**
Agency: Ketchum Communications, San Francisco. Pres, **Dianne Snedaker;** Sr vp mng supr, **Terry DiCarlo;** Acct exec, **Rick Reilly;** Sr vp media dir, **Mary Murphy;** Vp assoc media dir, **Jeanne Selvester**

NISSAN MOTOR CORP.

$237,042,600

Nat'l adv mgr, **Tom Hushek**

42 — **NISSAN PASSENGER CARS & LIGHT TRUCKS**

Marketing/brand management: Adv program mgmt creat, **Brooke Mitzel**
Agency: Chiat/Day/Mojo, Venice, CA. Acct supr, **Mike Byran;** Sr acct exec, **John Krass;** Regional assoc media dirs, **Lorraine Kiano, Patti Sones**

72 — **NISSAN MAXIMA**

Marketing/brand management: Ad program mgr-creat, **John Rinek;** Dir of mktg, **Ron Hannum**
Agency: Chiat/Day/Mojo, Venice, CA. Exec vp-acct dir, **Tom Patty;** Acct supr, **Nancy Dunn**

NUTRI/SYSTEM INC.

$31,153,500

95 — **NUTRI/SYSTEM WEIGHT LOSS CENTERS**

Marketing/brand management: Vp comm, **James Millard;** Field mktg dir, **Mark Miller**
Agency: Eric Mower & Assoc., Syracuse, N.Y. Vp media svcs, **Ira Bass;** Acct supr, **Tim Greene;** Acct exec, **Steve Secova**

PAN AMERICAN WORLD AIRWAYS

$46,238,800

55 — **PAN AM AIRLINES PASSENGER**

Marketing/brand management: Sr vp-mktg, **Peter Mchugh;** Vp-adv, **John Bloodworth**
Agency: Della Fimina McNamee WCRS, N.Y. Mgmt supr-US, **Ann Milner;** Acct supr-US, **Pat Shaire;** Acct exec U.S., **Liz Maxey;** Sr vp assoc media dir-US, **Cathy Goodin;** Media supr-US, **Sheri Lewis**

PEPSICO CO.

$506,423,800

9 — **PIZZA HUT INC.**

Marketing/brand management: Sr vp mktg, **David Novak;** Dir media & field mktg, **Claude Caylor**
Agency: BBDO, N.Y. Exec vp sr mgmt, **Bruce Meyers;** Vp-mgmt rep, **Martha Pease;** Acct suprvs, **Gretchen Hofmann, Sean Clarkin;** Exec vp media prgm, **Arnie Semsky;** Sr vp assoc media dir, **Mike Hedge**

4 — **KENTUCKY FRIED CHICKEN**

Marketing/brand management: Vp of adv, **Peter Foulds;** Vp-field mkt, **David Brooker;** Vp mktg svcs, **Tom Cross**
Agency: Young & Rubicam, N.Y. Grp gen mgr, **Jane Brite;** Mgmt supr, **Tony Pace;** Acct suprs, **Nancy Katz, Tom Sebok;** Media dir, **George Sharpe;** Media grp sup, **Rich Alcott**

19 — **TACO BELL**

Marketing/brand management: Sr vp mktg, **Timothy Ryan;** Vp mktg, **George Reynolds;** Dir media svcs, **Margaret Jenkins;** Assoc mgr media svcs, **Marge Perlman;** Vp media & adv svcs, **Karen Eadon**
Agency: Foote, Cone & Belding, San Francisco. Sr vp-mgmt supr, **Dan Odischoo;** Acct supr, **David Byers;** Acct supr, **Kate Hammerson;** Grp media, **Barbara Raeuber;** Asst media, **Jackie Flynn**

PEPSI

Marketing/brand management: Exec vp mktg & nat'l sls, **Mike Simpson;** Dir adv, **Marina Hahn;** Vp media, **Rick Rock;** Assoc media dir, **Mary Ann Power**
Agency: BBDO, N.Y. Sr vp-acct dir, **Bill Katz;** Exec vp-dir media **Arnie Semsky;** Sr vp-dir network tv & prog, **Steve Grubbs;** Sr vp-assoc media dir, **Ivan Becker;** Sr vp-assoc network dir, **Stu Shlossman;** Media suprs, **Rene Goldmuntz, Gail Stein;** Net supr, **Karen Levin**
Hispanic agency: Siboney Advertising. Gen mgr, **Roger Pisani;** Vp-acct supr, **Carla Trum;** Acct exec, **Melissa Quinoy;** Vp-media dir, **Meg Bernot;** Media supr, **Joe Pena**

21 — **PEPSI COLA**

Agency: BBDO, N.Y. Media plnr, **Jim Pallini;** Net buyer, **Pam Marcus**

24 — **DIET PEPSI**

Marketing/brand management: Vp colas, **Brian Swette**
Agency: BBDO, N.Y. Sr vp media plng, **John Belfiore;** Sr vp-dir media plng srvcs, **Mike Drake;** Vp-acct supr, **Evelyn Owen;** Media plnr, **Claudia Ryan;**

GEARED UP

For Katie Kiyo workin on the launch of Geo ca is the culmination years of studying car a counts, first at J. Walt Thompson, where s started in a training program in 1982. Fro there, she headed to DDB Needham's Volk wagon account in Troy, Michigan, for tw years and in June of 1989 joined Lintas: Ca bell-Ewald to work on Geo.

With Geo, a car marketed by Chevrolet b manufactured by a variety of Japanese au makers in a joint effort, work has been "e citing" she says. "Chevrolet is putting a l of marketing effort behind it. For the most pa these are for first-time new-car buyers. Th felt they lost this market, and now they' bringing them into the fold," adds the 32-ye

PHILIP MORRIS COMPANIES INC.

$1,120,422,900

MILLER BREWING CO.(subdivision)
Marketing/brand management: Vp brd & promo, **Dick Strup**
Agency: Backer Spielvogel & Bates, N.Y. Pres-mgr dir, **Dean Scaros;** Exec vp media, **Jay Schoenfeld;** Sr. vp grp media, **Gilbert Farley**
Black Agency: Mingo Group, N.Y.
Minority Agency: Mendoza Dillon & Associados, Inc., Newport Beach, Calif. Vp acct supr, **Eduardo Del Rivero**

18 **MILLER LITE BEER**
Marketing/brand management: Low calorie cat dir, **T. Gresk;** Dir adv svcs, **Robert Ward;** Brd mgr Miller Lite, **Jeff Rea;** Asst Brd mgrs, **T. Zak, R. DeGraff, B. Oglesby**
Agency: Backer Spielvogel Bates, N.Y. Sr vp-grp dir, **Howard Sherman;** Vp-mgmt rep, **Paul Daniusis;** Vp-acct supr, **Don Moriarity;** Vice chmn-dir of media & admin svcs, **Steve Leff**

34 **MILLER GENUINE DRAFT BEER**
Marketing/brand management: Sr vp mktg, **Chuck Schmid;** Prem cat dir, **Mary Seggerman;** Brand mgr, **Tom Cardella;** Dir adv svcs, **Robert Ward;** Asst brand mgrs, **Rob Olejniczak, Dave Rosenberg**
Agency: Backer Spielvogel & Bates, N.Y. Sr vp mgmt rep, **Tom Cotton;** Acct supr, **Laura Sawyer;** Acct execs, **Bob Sacco, Chip Telerico;** Asst acct exec, **Lisa Golden;** Vice chmn, **Steve Leff**

83 **MILLER HIGH LIFE BEER**
Marketing/brand management: Sr vp mktg, **Chuck Schmid;** Prem category dir, **Mary Seggerman**
Agency: Leo Burnett Co., Chicago. Acct dir vp, **David Selby;** Acct supr, **Doug Porter;** Acct execs, **John Sentell, Brian Goldner;** Sr vp-media dir, **Dick Hobbs**

PRUDENTIAL INSURANCE CO. OF AMERICA

$69,531,400

86 **PRUDENTIAL INSURANCE CO. OF AMERICA**
Marketing/brand management: Vp-public affairs, **Scott C. Mason;** Sr vp-Public affairs, **William H. Tremayne;** Dirs adv, **Mary Lou Sack, Gabrielle K. Shanin;** Mgrs adv, **Vickie J. Snoy, Karen A. Heid**
Agency: Lowe Marschalk, Inc. Exec vp-acct mgmt, **Eric Einhorn;** Sr vp mgmt svc dir, **John Oliver;** Acct supr, **Susan Shaffer, Steven Kelley;** Exec vp-media dir, **Jana Twyon;** Vp-grp media dir, **Art Tatnell;** Vp-assoc media dir, **Amy Marsh;** Media supr, **Rich Schneider**
Agency: Caroline Jones Advertising, Inc. Pres, **Caroline Jones;** Vp-acct supr, **Gina E. Ross;** Vp-mgmt supr, **Melvin C. Fallis, Jr.;** Media dir, **Cynthia Marshall**

SAFEWAY INC.

$38,605,200

68 **SAFEWAY STORES**
Marketing/brand management: Sr vp-dir mktg, **Burr Schinner;** Vp adv & prom, **Ron Giglio**
Agency: Ketchum, San Francisco. Pres, **Dianne Snedaker;** Acct supr, **John Oda;** Vp assoc crtv dir, **Dave Tyree;** Rsrch supr, **Jeanne Brown;** Vp dir brdcast prod, **Debra January**

old vice president and associate media director. Even though Kiyo fits in the target audience, research rather than gut reaction is what steers her media choices. "I wouldn't try to shoot from the hip," she says.

One of the nice things about working on a new car like Geo is that "it's easier to measure benchmarks. They're easier to see." One very happy benchmark she could point to was the fact that 275,000 Geos had been sold at press time.

Geo, which barely missed the top 100, was backed by $29 million in its launch last year. Some of that money was freed up from Chevy passenger cars overall spending, (#79), which took a 28% hit this year, down from $47 to $34 million.

When Kiyo isn't working on cars, she and her husband like to ski, golf and travel in Europe, where her husband's extended family lives.

Casey Davidson

SEARS ROEBUCK & CO.

$561,389,300

2 **SEARS**
Marketing/brand management: Nat'l rtl adv mgr, **Scott Harding;** Mgr nat'l media oper, **Skip Westerhold;** Vp mktg, **Thomas Morris**
Agencies: Ogivy & Mather, Chicago. Exec vp mging dir, **Bruce Beach;** Sr vp client svc dir, **Bill McCarthy;** Sr vp-exec media dir, **Ken Ohr;** Vp-addt media dir, **Dave Wurfel;** Sr vp-dir of media plng, **Tom Bell**
Mendoza Dillon & Associados Inc., Newport, CA.
Vince Cullers Advertising, Chicago. Acct supr, **George Boykin;** Acct exec, **Steve Pickett;** Sr vp media dir, **Jeff Cullers;** Media dir, **Ed Renno**

61 **DISCOVER CREDIT CARD**
Marketing/brand management: First vp-Dean Witter grp mktg, **Bill Walsh;** Dir grp adv-mktg comm svcs, **Ernie Campo**
Agency: DDB Needham Worldwide, Chicago. Sr vp-acct dir, **Ray Gillette;** Vp mgmt rep, **Charles Austin;** Acct supr, **Colleen O'Sullivan;** Sr vp-assoc media dir, **Geoff McClelland;** Media supr, **Jeff Rezzutto**
Vince Cullers Advertsing. Mktg dir, **George Boykin;** Vp media, **Jeff Cullers;** Media coord, **Steve Pickett**

SOUTHLAND CORP.

$59,018,500

29 **7-ELEVEN STORES**
Marketing/brand management: Vp-mktg, **Steve Krumholz**
Agency: J. Walter Thompson, Chicago. Sr vp-grp dir, **John Wells;** Vp-acct supr, **Howard Pickett;** Media dir, **Alison Thompson**

SUBARU OF AMERICA

$110,760,800

Vp-mktg, **Chris Wackman;** Adv oper mgr, **Mark Dunn**
Agency: Levine, Huntley, Schmidt & Beaver Inc. N.Y. Suburu national account group: Vp mgmt supr, **Michael Elkisch;** Vp, acct supr, **Jerry Noonan;** Vp acct supr, **Aaron Belson;** Acct exec, **Jeffrey Petre;** Acct exec, **Cheri Deutch;** Vp dir media srvcs, **Ed Ronk;** Dir plng, **Michael Sadowsky;** Print media dir, **Vivian Riley;** Assoc media dir, **Toni Volk;** Media supr, **Queenie Lee;** Media plnr, **Beth Clayton**

28 **SUBARU LEGACY**
Marketing/brand management: Dir adv, **Ron Shangle**

TANDY CORP
$86,158,600

36 **RADIO SHACK**
Marketing/brand management: Vp mktg svcs, **David Beckerman**; Vp adv, **Mike Wood**; Adm adv mgr, **Fred Roeben**
Agency: Central Advertising Agency(in-house), Fort Worth, Texas. Agecy dir-media dir, **Linda Yarborough**

TEXAS AIR CORP.
$99,122,800

43 **EASTERN AIRLINES**
Marketing/brand management: Vp mktg, **George Brennan**; Mgrs, **Robert A. Wolf (vacation adv), Linda Collins (bus adv), Robert J. Bauer (sales prom)**
Agency: Lintas:N.Y. Sr vp dir, **Robert F. Henry**; Vp acct suprs, **T. Steele, D. McAfee**; Sr vp grp media dir, **Donna Campanella**; Vp assoc media dir, **Donna Cataldo**; Sr vp assoc mgmt suprs, **Warren Ruden, Glenn Marrichi, Fernando Bonet**

45 **CONTINENTAL AIRLINES PASSENGER SERVICE**
Marketing/brand management: Exec vp mktg, **John Nelson**; Sr vp mktg, **Jim O'Donnell**; Sr dir mktg, **Richard Metzner**
Agency: Wells, Rich, Greene Inc. Sr vp acct svcs, **Andy Russom**; Vp media grp head, **Emilie Smith**; Vp acct suprs, **Leslie Fanand, Teri Steele**

TOYOTA MOTOR SALES USA INC.
$292,346,500

25 **TOYOTA**
Marketing/brand management: Vp mktg, **George Borst**; Nat'l adv mgr, **David Pelliccioni**
Agency: Saatchi & Saatchi DFS/Pacific, Torrance, Calif. Pres & CEO, **Joe Cronin**; Sr vp media dir, **Richard Weigand**; Vp assoc media, **Katherine Jaris**

TOYOTA CAMRY
Marketing/brand management: Adv mgr cars, **Jon Bucci**
Agency: Saatchi & Saatchi DFS/Pacific, Torrance. Exec vp mgmt dir, **Warren Benjamin**; Vp acct supr, **Cathy Moylan**

62 **TOYOTA LIGHT TRUCKS**
Marketing/brand management: Corp mktg mgr, **David Danzer**; Adv mgr trucks, **Don Cecconi**; Adv admin sr(trucks), **Mark Gelfond**
Agency: Saatchi & Saatchi DFS/Pacific, Torrance, Calif. Sr vp-mgmt supr, **David Doyle**; Vp-acct supr, **Dixon Head**
Minority Agency: Conill advertising Inc., L.A.

TOYS-R-US INC.
$42,229,900

63 **TOYS-R-US MISC. PROMO.**
Marketing/brand management: Vp adv & mktg, **Ernest Speranza**; Dir adv, **Pamela Troxel**
Agency: Bohbot Communications Inc., N.Y. Vp acct supr, **Frann Goldstein**; Exec vp acct svcs, **Dennis Fogarty**; Sr vp local media, **Lou Abitabilo**

TRANSWORLD AIRLINES INC.
$46,430,300

40 **TWA AIRLINES PASSENGER SERVICE**
Marketing/brand management: Sr vp-mktg, **Robert Cozzi**; Vp-mktg svcs, **Kathleen Trepper**; Staff vp-sls & getaway vacations, **David Thomas**; Staff vp adv, **Sheldon Kravitz**
Agency: Young & Rubicam, N.Y. Sr vp grp dir, **Bob Donahoe**; Sr vp-mgmt suprs, **Peter Nicholson, Roger Chiocchi**; Vp acct supr, **Chris Callas**; Vp acct supr, **Randi Ireland**; Acct supr, **Evelyne Galbot**; Sr vp media, **Ira Kapowsky**; Sr vp grp supr-plng, **Joe Mannix**; Supr-plng, **Jamie Rhind**

US GOVERNMENT
$162,049,400

47 **US ARMY RECRUITING**
Marketing/brand management: Dir-adv & sls promo, **Col. David R. Fabian**; Deputy dir-opers adv & sls promo, **Lt. Col. Ronald L. Morsch**; Deputy dir-acquisition & prod, adv & sls promo, **Thomas W. Evans**
Agency: Young & Rubicam, N.Y. Sr vp-grp dir, **William Green**; Vp mgmt supr, **Clark Brooks**; Sr vp & mgmt supr, **Phil Cheevers**; Mgmt supr, **Kathi Marks**; Sr vp-media, **Bruce Wager**; Supr plnng, **Kerry Dyer**; Supr plnng, **Carole Walker**

US SHOE CORP.
$45,431,000

80 **LENSCRAFTERS**
Marketing/brand management: Vp mktg, **William R. Zeeb**
Agency: Advertising(in-house)

UNITED AIR LINES INC.
$78,336,200

14 **UNITED AIRLINES PASSENGER SERVICE**
Marketing/brand management: Exec vp mktg & plnng, **John C.Pope**; Vp adv, **John Ruhaak**; Dir adv, **Bill Alenson**; Mgr, **Bill Groundwater**
Agency: Leo Burnett Co. Inc., Chicago. Sr vp-acct dir, **Jim Thompson**; Vp acct dir, **Steve Crawford**; Vp-acct supr, **John Goad**; Vp-acct supr, **Wendy Peters**; Exec vp media srvcs div, **Willard Hadlock**; Vp media dir, **Mary Ann Cycyota**; Media supr, **Anne Parr**

UNITED PARCEL SERVICE
$49,057,800

41 **UNITED PARCEL SERVICE-AIR FREIGHT**
Marketing/brand management: Vp-mktg, **Larry Bloomencranz**; Mgr air mktg, **Joseph Pyne**
Agency: Ammirati & Puris Inc., N.Y. Sr vp-grp dir, **Steve Gardner**; Vp-mgr supr, **Chris Poke**; Acct exec, **David Snyder**; Vp assoc media dir, **Mae Ling**; Asst media dir, **Kevin Porter**

WINGING IT

"People want to know why I'm not in therapy at the moment," confesses Donald Morrison, senior vice president and associate media director of Saatchi & Saatchi DFS. No, he's not referring to a deep-rooted neurosis. He's talking about his ability to handle an airline media account for six years.

The account is Northwest Airlines, a work-intensive piece of business that is not for the faint of heart. But Morrison, 34, thrives on the hectic pace required to maintain a multitude of media plans with almost daily revisions.

A typical newspaper schedule for the client, for instance, might require insertions in upwards of 150 markets completed within a 48-hour period. "We're constantly rewriting the plan, but that's the excitement. Once you get accustomed, it is very stimulating," he notes.

Making the task all the more difficult is the complexity of the airline marketplace. Northwest has to compete nationally with the deep media pockets of United, American, Delta and TWA, and local airlines as well. To meet that challenge, Northwest increased ad spending more than 40% in 1989, says LNA.

Prior to the airline business, Morrison, a 12-year Saatchi veteran, worked on L'Eggs pantyhose and Toyota.

He likes to burn off steam playing in an amateur ice hockey league on Long Island. His quiet time is reserved for his family. *Joe Mandese*

VONS COMPANIES INC.
$34,520,900

73 **VONS MARKETS**

Marketing/brand management: Vp adv, **Larry Davis**; Vp sls, **Phil Hawkins**
Agency: JYT/West. Sr vp deputy gm, **Mike Marsak**; Mgmt supr, **Paul Christy**; Exec media dir, **Ann Cruchley**; Acct suprs, **Eric Grayson, Sherry Sbarsky**

WALGREEN CO.
$41,154,900

60 **WALGREEN DRUGS & TOILETRIES**

Marketing/brand management: Vp mktg, **Vern Brunner**
Agency: Grenada Advertising Agency, in-house. Vp adv, **Claude Hinton**; Mgr media plng, **Tom Rood**

WENDY'S INTERNATIONAL INC.
$93,108,300

12 **WENDY'S RESTAURANTS**

Marketing/brand management: Exec vp, **Charles Rath**; Vp corp mktg, **Don Calhoon**; Vp corp comm, **Denny Lynch**
Agencies: Backer Spielvogel Bates, N.Y. & Columbus, Ohio. Exec vp coo, **Randolph Lindel**; Exec vp gm, **Raymond Caruso(Columbus)**; Vp-mgmt rep, **Bob Levinte(Columbus)**; Acct supr, **Tobi Hochman(N.Y.)**; Vp-assoc media dir, **John Gates**; Sr vp grp media dir, **Charles T. Ruiman**

WINN-DIXIE STORES INC.
$30,561,800

100 **WINN-DIXIE FOOD STORES**

Marketing/brand management: Vp-dir of adv, **G.E. (Mickey) Clerc, Jr.**
Agency: The William Cook Agency, Jacksonville, Fla. Sr vp-acct suprs, **Lura Benton, James Radcliffe**; Vp-acct supr, **Mike Russell**; Acct execs, **Dick Matthews, Marty Lynch, Glyn Denton, JoAnn Nolan**; Vp-dir of media svcs, **Robert Stone**

Sources

Consumer magazines and national Sunday magazines: Data summarized from the PIB Magazine Analysis prepared by Leading National Advertisers Inc. (LNA) of actual linage run in those publications. Expenditures are based on current one-time gross rates before discounts. Rates for national full-run insertions are based on ad size and coloration. Rates for regional and less than full-run insertions are determined by LNA editors based on circulation and rates supplied by the magazines. Covered are more than 150 consumer magazines and four national Sunday magazines, plus tear sheets of over 1,500 regional editions a year.

Network tv and network radio: Data secured by Arbitron's Broadcast Advertisers Reports, which monitors all network broadcasts except those of the Mutual Radio Network. Material is collected on audio tape and then translated into a sequential listing. Network tv and network radio rates are based on estimates provided by the three networks of per-minute cost for time and talent.

Spot tv: Data secured by Arbitron's Broadcast Advertisers Reports from listening posts in 75 top markets that monitor 319 stations for one week each month. These weekly records are projected to estimates of monthly spot tv usage. Spot tv rates are applied from a station rate deck that is constantly updated by agency buyers.

National syndication: Arbitron's Broadcast Advertisers Reports monitors the principal satellite transponders that carry syndicated shows 24 hours a day. Arbitron estimates brand expenditures by assigning an estimated national rate to each program, and applying that rate to each brand commercial that is monitored.

Brand dollar estimates are retabulated by *Decisions* by major brand name from the data just described. The brand data in greater detail is also available from each of the organizations that compile the data.

Spot radio: Data generated by Radio Expenditure Reports (RER) are calculated from a sample of 2,500 stations in 200 markets. RER's sources are 15 leading radio reps handling station groups that supply quarterly computer runs of the spots aired by station, by market, and by brand of product spots aired.

Outdoor: Data are based on information submitted to Leading National Advertisers (LNA) at the request of the Institute of Outdoor Advertising by outdoor plant operators in markets of 100,000 population or over. Covered is about 80% of total national outdoor advertising expenditures.

Newspapers: Data compiled by LNA/Media Records, which measured every ad in 147 daily and Sunday newspapers. Actual space is multiplied by the applicable one-time general open rate. Dollar estimates include newspaper supplements, color comic sections, rotogravure, all color ads.

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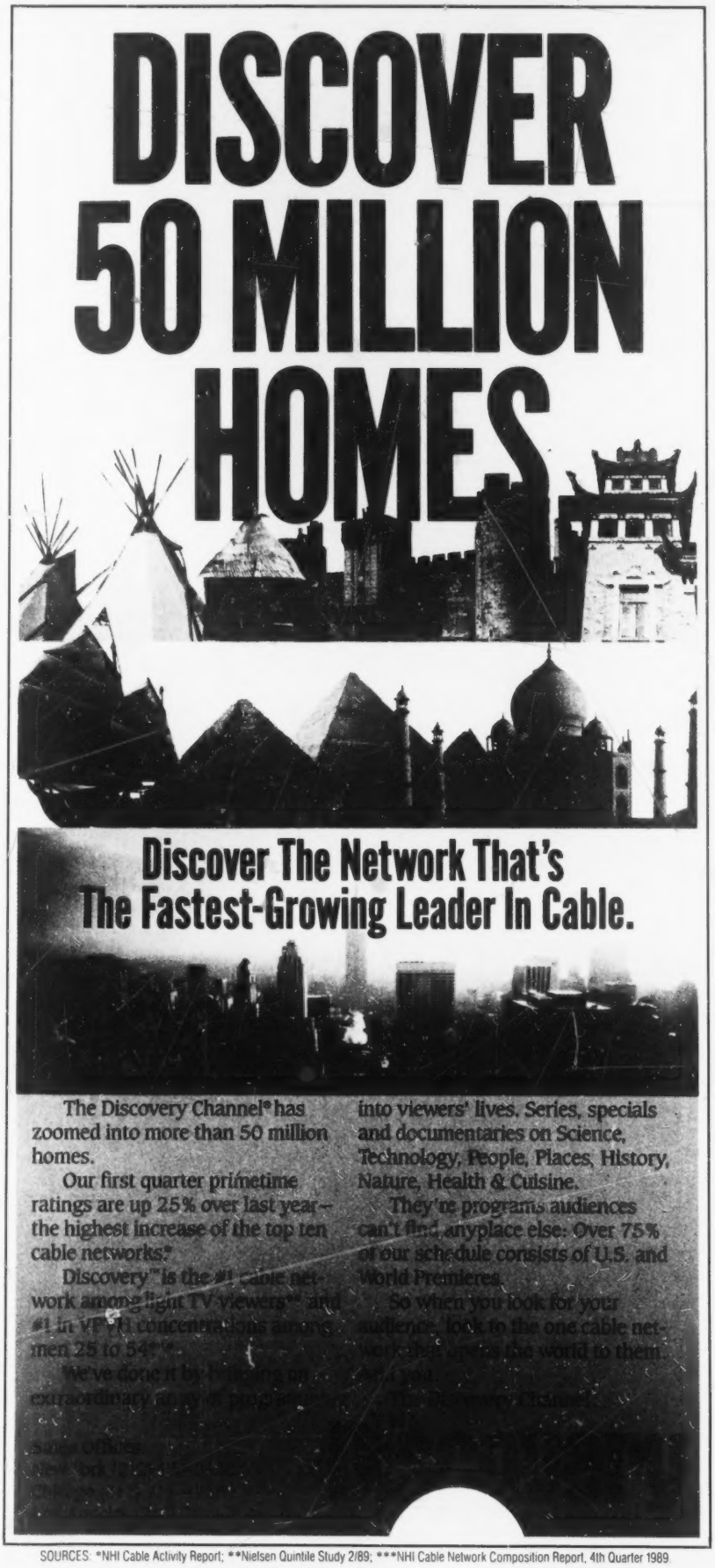
DISCOVER
50 MILLION
HOMES
Discover The Network That's
The Fastest-Growing Leader In Cable.
The Discovery Channel® has zoomed into more than 50 million homes.
Our first quarter primetime ratings are up 25% over last year—the highest increase of the top ten cable networks.*
Discovery™ is the #1 cable network among light TV viewers** and #1 in VPH concentrations among men 25 to 54**.
We've done it by bringing an extraordinary array of programs into viewers' lives. Series, specials and documentaries on Science, Technology, People, Places, History, Nature, Health & Cuisine.
They're programs audiences can't find anyplace else: Over 75% of our schedule consists of U.S. and World Premieres.
So when you look for your audience, look to the one cable network that opens the world to them.
SOURCES: *NHI Cable Activity Report; **Nielsen Quintile Study 2/89; ***NHI Cable Network Composition Report, 4th Quarter 1989

ECONOMIC EYE

MAGAZINE AD SCORECARD	Ad Pages May 1990	% change from May 1989	Dollars spent (000)	% change from May 1989
1. Skin care, Creams, Lotions and Oils	122.30	-53.7	5,678.0	-49.9
2. Lip and Eye Beauty Products	105.16	-30.6	4,619.7	-17.5
3. Scents and Fragrances	398.31	8.5	13,878.1	14.7
4. Facial Makeup Products	100.68	16.3	4,905.4	45.7
5. Prepared Dinners and Entrees (including pizzas)	43.52	4.3	3,214.0	2.9
6. Liquor	477.70	16.2	22,582.4	18.4
7. Cigarettes	481.87	-41.8	30,983.5	-33.8
8. Soaps and Detergents	81.60	-41.8	5,408.5	+67.3
9. Passenger Cars, Domestic	474.78	-41.6	23,449.5	-46.4
10. Passenger Cars, Imported	457.22	-23.9	24,598.6	-23.3

Source: Publishers Information Bureau as prepared by Leading National Advertisers.

MEDIA COST INDEX

(The Media Cost Index is based on unit costs, which are the end-product of circulation/audience and CPM adjustments. They do not represent the efficiency of a given medium, only the out-of-pocket costs.)

1985 = 100 ← 1989 → ← 1990 →

	Aug.	% change	Sep.	% change	Oct.	% change	Nov.	% change	Dec.	% change	Jan.	% change	Feb.	% change	Mar.	% change
Network TV																
Daytime	67	–9	76	-48	80	-28	82	+3	74	+0.8	78	+0.6	75	+10	78	+14
Nighttime	135	+14	120	+2	119	+19	124	+10	123	+12	129	+6	131	+9	146	+17
Spot TV																
Prime time	134	+7	117	-15	116	-9	128	+23	130	+1	148	+5	130	+3	127	+2
Daytime	99	-1	94	-11	94	-12	98	-5	97	-1	122	+5	100	-16	99	+2
Network radio	127	+15	127	+14	142	+8	139	+11	131	+10	173	+10	157	+11	152	+9
Spot radio	–	–	112	+7	–	–	–	–	114	+4	–	–	–	–	118	+0.3
Consumer magazines	123	+8	124	+7	123	+7	123	+5	123	+3	130	+7	131	+8	131	+8
Natl. Sunday magazines	141	+10	141	+10	141	+10	141	+10	141	+10	132	+2	132	+2	139	+8
Business publications	123	+6	123	+6	123	+6	123	+6	123	+6	128	+8	128	+8	128	+8
Newspapers	131	+6	131	+6	131	+6	131	+6	131	+6	138	+6	–	–	–	–
Outdoor	132	+8	132	+8	132	+8	132	+8	132	+8	141	+3	141	+3	141	+3

Notes: Percentage shown is relative change from the same month/period the year before. Newspaper figures reported for January and July only.

While retail newspaper advertising rose 2.7% during first quarter '90, overall spending vs. '88 was down 0.3%, reports the NAB.

Sources:

Nighttime Network TV- Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service.

Daytime Network TV- Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service.

Nightline Spot TV- Cost per average 30-second spot, 7:30-11p.m. Monday-Saturday and 7-11p.m. Sunday from Arbitron/Broadcast Advertisers Reports' Spot TV Service.

Daytime Spot TV- Cost per average 30-second spot, 10a.m.-4:30p.m. Monday-Friday from Arbitron/Broadcast Advertisers Reports' Spot TV Service.

Network Radio- Cost per average 30-second radio announcement from BAR's Network Radio Service.

Consumer Magazines estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn.

National Sunday Mags estimate based on published (rate cards) costs of a page, four-color in the national entries.

Daily Newspapers estimate based on Newspaper Advertising Bureau report of SRDS costs per column inch of a sample of 784 newspapers weighted to represent the universe.

Outdoor Posters based on estimate prepared by Institute of Outdoor Advertising.

Spot Radio index represents cost of a 60-second spot in the top 100 markets from data supplied to Radio Expenditure Reports by major radio representatives.

Business Publications estimates based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications.